NextGen

Genome-Centric Multimodal Data Integration in Personalised Cardiovascular Medicine.

Deliverable 8.3

Updated Dissemination and Communication Plan

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The NEXTGEN consortium consists of the following partners:

No	PARTNER ORGANISATION NAME	ABBREVIATION	COUNTRY
1	UNIVERSITAIR MEDISCH CENTRUM UTRECHT	UMCU	NL
2	HIRO MICRODATACENTERS B.V.	HIRO	NL
3	EURECOM GIE	EURE	FR
4	JOHANN WOLFGANG GOETHE-UNIVERSITAET FRANKFURT AM MAIN	GUF	DE
5	KAROLINSKA INSTITUTET	KI	SE
6	HUS-YHTYMA	HUS	FI
7	UNIVERSITY OF VIRGINIA	UVA	US
8	KLINIKUM RECHTS DER ISAR DER TECHNISCHEN UNIVERSITAT MUNCHEN	TUM-Med	DE
9	HL7 INTERNATIONAL FOUNDATION	HL7	BE
11	DATAPOWER SRL	DPOW	IT
12	SOCIETE EUROPEENNE DE CARDIOLOGIE	ESC	FR
13	WELLSPAN HEALTH	WSPAN	US
14	LIKE HEALTHCARE RESEARCH GMBH	LIKE	DE
15	NEBS SRL	NEBS	BE
16	THE HUMAN COLOSSUS FOUNDATION	HCF	CH
17	SCUOLA UNIVERSITARIA PROFESSIONALE DELLA SVIZZERA ITALIANA	SUPSI	CH
18	DRUG INFORMATION ASSOCIATION	DIA	CH
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20	QUEEN MARY UNIVERSITY OF LONDON	QMUL	UK
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List of terms and abbreviations

ABBREVIATION	DESCRIPTION
CLOUD	Cloud computing is the on-demand availability of computer system resources, especially data storage (cloud storage) and computing power, without direct active management by the user. Large clouds often have functions distributed over multiple locations, each of which is a data centre. Cloud computing relies on sharing of resources to achieve coherence and typically uses a pay-as-you-go model, which can help in reducing capital expenses but may also lead to unexpected operating expenses for users.
CTA	Call to Action
D&C	Dissemination and Communication
GA	Grant Agreement
KPI	Key Performance Indicator
OSS	Open-Source Software
WP	Work Package

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1 Introduction

This document presents the updated Dissemination and Communication (D&C) Plan for the Horizon Europe project NextGen - *Next Generation Tools or Genome-Centric Multimodal Data Integration in Personalised Cardiovascular Medicine*. It is intended to ensure that project information is communicated accurately, consistently, and effectively to relevant stakeholders and target audiences.

The purpose of this periodic update is twofold:

1. To highlight dissemination and communication activities accomplished during the first 24 months of the project (M1-M24).
2. To outline activities planned for the remainder of the project (M24-M48).

The updated D&C Plan is designed to ensure that the project's results are disseminated in a timely manner, using appropriate formats and networks to reach the identified stakeholders. During the period January 2024 - December 2025, the primary target audience has been the scientific community, with a particular focus on clinicians, researchers, and healthcare professionals. This approach aims to maximise impact and societal benefit, while remaining responsive to the project's development pace and evolving external factors.

Key elements of the plan include:

- **Identification of appropriate communication channels** for each target audience.
- **Development of tailored messages** for different stakeholder groups.
- **Design and production of dissemination materials** suited to each communication channel.
- **Organization and participation in events**, such as workshops, conferences, and webinars.
- **Monitoring of progress** against predefined targets.
- **Evaluation of outcomes** to ensure alignment with dissemination objectives.
- **Continuous engagement with stakeholders**, keeping them informed throughout the project lifecycle.

Finally, this document outlines the processes used to monitor and evaluate D&C activities over time, enabling adjustments to strategies and ensuring that the project's communication efforts achieve maximum effectiveness.

2 Objectives

The NextGen D&C Plan aligns with the Grant Agreement, and it has been updated in M24 based on the project's progress. Its main objectives include:

- Creating a successful dissemination strategy for the project,
- Effectively communicating the study results and benefits to the intended audience and stakeholders,

- Promoting the project's final outcomes to public health authorities, scientific community, and healthcare professionals in order to demonstrate the impacts and benefits for the society as a whole.

3 WP8 - Dissemination & Communication Overview

The overarching goal of WP8 – Dissemination and Communication is to optimise the scientific influence of the NextGen by disseminating and communicating the objectives and outcomes of the project to diverse stakeholders.

3.1 Objectives

The main specific objectives of WP8 - Dissemination and Communication are presented below:

- **O8.1:** Develop Dissemination & Communication (D&C) plan (ESC)
- **O8.2:** Develop project branding and manage online presence (DPOW)
- **O8.3:** Producing targeted communication material (DPOW & ESC)
- **O8.4:** Organise events including meetings, workshops, webinars, and hackathons (ESC).

3.2 Tasks and Deliverables

WP8 – Communication & Dissemination is led by the European Society of Cardiology (ESC), with communication tasks led by DataPower (DPOW), and the contribution from the whole consortium in term of stakeholder engagement and results' dissemination within their own networks.

WP8 includes the following tasks and deliverables:

Deliverable/Task	Title	Partner	Status
D8.1	Dissemination and Communication Plan	ESC	Submitted (M4)
D8.2	Project Website	DPOW	Submitted (M4)
D8.3	Updated Dissemination and Communication Plan	ESC	Submitted (M24)
T8.1	Dissemination, communication & exploitation plan	ESC	In Progress
T8.2	Communication strategy and approach	DPOW	In Progress
T8.3	Dissemination activities	ESC	In Progress

Table 1. WP8 Deliverables and Tasks

ESC plays a central role in maximising the visibility and impact of NextGen. Leveraging its extensive international network within the cardiovascular research and clinical community, ESC represents the

consortium at major external events. Its annual congress, which gathers more than 30,000 participants, offers a unique high-visibility platform where NextGen is showcased through different types of sessions, presentations, and stakeholder engagement activities. ESC also ensures the timely and structured dissemination of project updates to all partners, enabling consistent messaging and alignment across the consortium.

DPOW leads the project's communication activities and is responsible for managing the NextGen visual identity and public-facing channels. This includes the development and maintenance of the project website, coordination of social media channels, and creation of standardised templates for newsletters, presentations and other communication materials. DPOW ensures that all communication outputs are coherent, professionally branded and accessible to key target audiences.

All project partners contribute actively to both the content creation and dissemination and communication activities and materials. They amplify the D&C efforts through their networks, which span healthcare organisations, academic institutions, research centres and patient associations.

4 Dissemination and Communication Strategy

The D&C strategy was developed, monitored, evaluated and improved by the ESC in collaboration with the DPOW. The active participation of the consortium partners is also crucial throughout all stages of the strategy. This collaboration harnesses extensive expertise to promote and disseminate project findings.

4.1 Dissemination and Communication Phases

The strategy is described in three main phases. The main objectives and activities are presented below for each phase.

- **Phase I:** General promotion and strategy making (M1-M12)
  - Creation of the visual identity (templates, logo),
  - Initial activities to inform on the project (press release, presentation of the project at the ESC Congress 2024),
  - Set up of communication channels (website, Twitter, LinkedIn, and YouTube).

Objective: To inform about the project, promote the ultimate objectives of the project and raise awareness.

- **Phase II:** Planning, initial and continuous communication, and dissemination activities (M12-M24)
  - Publications in scientific journals,
  - Continuous update of the website,
  - Participation in dissemination events, conferences,
  - Continuous communication activities (promotional video and infographics),
  - Identification of dissemination opportunities.

Objective: To promote the project and disseminate the results, to reach out to the different stakeholders and produce a scientific impact.

- **Phase III:** Final dissemination of results (M24-M48)

- Organisation of educational webinars and podcasts,
- Organisation of two project-dedicated events/scientific sessions during the third and fourth years, at ESC Annual Congress,
- Dissemination and exploitation of the project's results, in particular of NextGen platform and tools.

Objective: Ensure the capitalisation on results, influence the scientific community, thus ensuring sustainability for the project outputs.

As of Month 24, the project has successfully completed Phases I and II of the D&C strategy and is now entering its final phase, which will span the remaining 2 years until the conclusion of the project. This next stage marks a strategic shift from awareness building and engagement towards maximising impact, exploitation of results and ensuring the sustainability of project outcomes.

During the initial phase, the focus was on building awareness and establishing the project's identity. Key achievements included creating a recognisable visual identity, launching the project's website, and setting up social media channels to reach both the scientific community and broader audiences. Early outreach activities, such as press releases and the project's presentation at major events like the ESC Congress 2024, helped introduce the project objectives and generate early interest.

In the second phase, efforts shifted towards continuous engagement and dissemination of scientific results. The project has published research findings, regularly updated the website with relevant content, and participated in conferences and other dissemination events. Communication materials such as videos and infographics were developed to convey complex information in an accessible way, and new opportunities to share the project's progress and results were actively explored.

With the successful completion of Phase II, the project is now ready to transition into its final phase, which will focus on capitalising on results, reaching broader and key stakeholder audiences, and ensuring the long-term sustainability and impact of the project's outputs.

4.2 Stakeholders' Engagement

The D&C strategy has been carefully developed to ensure that the NextGen project reaches and engages all relevant audiences effectively, maximising the impact of its outcomes and ensuring long-term visibility and sustainability. This work is carried out in close collaboration with WP7 (Broader Engagement & Exploitation) to ensure coherent messaging, coordinated outreach, and strong alignment with the project's key engagement objectives:

1. Raise public awareness of the project and its activities. The project seeks to inform citizens and patients about its existence, goals, and achievements, increasing understanding of its relevance to healthcare and promoting trust in scientific research. Public-facing communication channels, such as social media, the project website, and popular science media, will be employed to reach a broad audience in an accessible and engaging manner.
2. Inform the scientific community about technical and scientific advancements. Dissemination of rigorous scientific results is central to the project. This includes publications in peer-reviewed journals, presentations at international conferences, workshops, and webinars. The aim is to foster collaboration, encourage scientific discussion, and support further research and innovation.

3. Communicate project results to relevant stakeholders. Policymakers, healthcare authorities, regulators, and industry partners require timely access to project outcomes to inform decisions and strategies. Tailored briefings, policy papers, and technical reports will ensure that these stakeholders can readily interpret and apply NextGen results within their respective domains.
4. Equip stakeholders with the knowledge to apply and benefit from the NextGen approach. Beyond sharing results, the project prioritises capacity-building activities. This includes targeted training sessions, educational webinars, workshops, and guidance materials that enable clinicians, healthcare professionals, and other relevant actors to implement the NextGen approach in practice.
5. Facilitate the exchange of knowledge through dedicated stakeholder platforms. The project fosters structured networking and collaboration through online platforms, discussion forums, and stakeholder meetings. This ensures a continuous dialogue between researchers, clinicians, policymakers, and patients, enhancing the adoption and co-creation of innovative solutions.
6. Disseminate project outcomes and support the education of healthcare professionals. Educational materials, including infographics, videos, webinars, and case studies, will be developed to translate complex scientific findings into practical guidance for healthcare providers. This contributes to improved clinical practice and better patient care.

To implement this strategy effectively, the consortium has identified key stakeholder groups and target audiences who will directly benefit from the project's outcomes:

- Scientific and research community: Researchers and academics working in cardiovascular medicine, bioengineering, data science, and related fields, who can build on and further advance the project's findings.
- Healthcare providers: Cardiologists, general practitioners, nurses, and other medical specialists operating in hospital environments, private clinics, or community care settings.
- Clinicians and clinical networks: Frontline professionals responsible for translating project innovations into patient care.
- Health authorities and government agencies: Organisations responsible for public health policies, health service planning, and implementation of clinical guidelines.
- Regulatory bodies and policymakers: Institutions that oversee healthcare regulations, approvals of medical devices or interventions, and policy frameworks.
- Academic institutions and professionals: Universities and higher education institutes involved in research, teaching, and curriculum development, facilitating the integration of project outputs into education and training.
- Industry and innovation stakeholders: Biotech, pharmaceutical, and medical device companies, as well as start-ups, who can leverage project results for product development and innovation.
- General public and patient communities: Individuals, patient advocacy groups, and wider society, who benefit from increased awareness, knowledge dissemination, and improved healthcare outcomes.

The D&C strategy ensures that communication methods are tailored to each stakeholder group, combining scientific rigor, accessibility, and practical relevance. By fostering awareness, understanding, and engagement across these diverse audiences, the project aims to maximise its societal and scientific impact while supporting the long-term uptake and sustainability of NextGen results.

In particular, specific objectives and activities have been updated for the following target audience:

DISSEMINATION		
Target Audience	**Objective**	**Activity**
Scientific Community	Inform the scientific community about technical and scientific project developments; promote collaboration and research uptake	Peer-reviewed publications, conference presentations, webinars
Clinicians, researchers, and policy makers	Communicate project results and their implications for clinical practice and policy	Scientific presentations, policy briefs, participation in stakeholder meetings
Clinicians, healthcare providers	Train stakeholders on how to benefit from NextGen approach, share project results and educate healthcare professionals	Training and showcasing, Continual medical education, Demonstrations of NextGen tools, webinars and e-learning modules
Clinicians	Facilitate knowledge exchange and practical application through dedicated stakeholder platforms	Software development, online forums for discussion

Table 2. Stakeholders' Engagement – Dissemination

COMMUNICATION		
Target Audience	**Channel**	**Activity**
All stakeholders	Social media, Livestream	Use NextGen and partner social media channels to engage public and professional audiences, display presentations and updates during conferences
Academic and industry professionals	Social media	Use dedicated NextGen LinkedIn and BlueSky accounts to share project news, publications, updates, and scientific highlights; conference sessions; facilitate online discussions and collaborations; post expert insights and research summaries

General public and patients	Website; digital and printed media; audio-visual content	Develop and maintain a user-friendly NextGen website; create and distribute infographics, videos, podcasts, newsletters, videos and educational animations; implement FAQ sections to explain project goals, progress, and outcomes; engage patient communities through webinars
Academic and industry professionals	Social media, email newsletters and webinars	Share project updates, scientific highlights, and publications; host webinars with interactive Q&A; facilitate discussion and networking through LinkedIn or dedicated events; distribute newsletters summarising progress, upcoming events, and collaboration opportunities
Healthcare community, government agencies	Press releases and targeted media	Regular information sharing on the project's findings and highlight project relevance for healthcare practice and policy

Table 3. Stakeholders' Engagement – Communication

4.3 Internal Communication Channels

A significant aspect of the D&C strategy focuses on enhancing cooperation and alignment among consortium partners. To achieve this, we have been organising various activities, including both online and face-to-face meetings, throughout the project. These efforts strengthen internal partnerships and ensure effective collaboration within the consortium.

Additionally, we have established a dedicated Google Drive folder since the first month of the project to streamline document sharing, and we have activated a Slack channel to facilitate direct communication among partners in near real-time.

4.4 Dissemination & Communication Funnel

The NextGen communication funnel illustrates how our communication process currently operates, starting from a broad audience and progressively targeting more specialised groups with specific information needs. At the top of the funnel, we engage a wide audience to raise awareness about personalised medicine, NextGen's objectives, and its general benefits.

We have been actively implementing strategies to create awareness among this broad audience, ensuring that the public, patients, and general stakeholders understand why NextGen is relevant and important. Once awareness is established, we move to the consideration stage, where we identify and engage audiences with more detailed information about NextGen's features, benefits, and practical applications.

As the funnel progresses, we focus on increasingly specialised audiences, including technical experts, healthcare professionals, policymakers, and regulators. Here, communication activities address specific aspects such as technical design, integration, regulation, governance, and implementation, ensuring that each stakeholder receives the information most relevant to their role.

Through this structured approach, the NextGen communication funnel allows us to reach a wide audience initially, and gradually provide tailored, in-depth content to those with specialised information needs, supporting both awareness and meaningful engagement throughout the project.

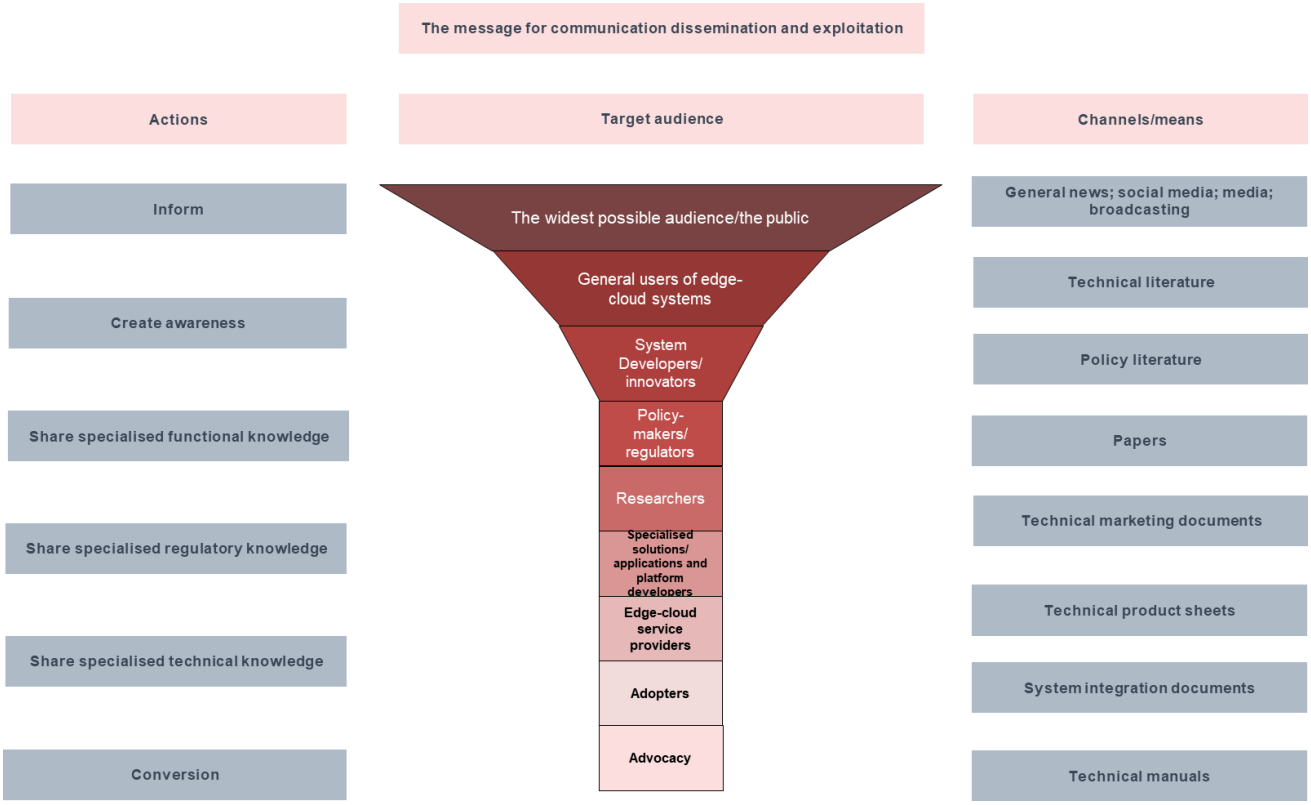


Figure 1. Dissemination & Communication Funnel

4.5 Production of Contents

The content creation strategy centres on reaching a broad audience through messages shaped around the project's aims. Articles, videos, and social media posts form a diverse set of tools that give visibility to the work, while promotional materials translate scientific results into formats that invite attention and understanding. The project video plays a central role in making the core ideas clear and engaging.

A sustained effort has ensured that all communication materials remain accessible and speak to the interests of each audience group. Language is clear and free of technical barriers, formats are visually rich, and narratives link NextGen's progress to concrete benefits. This narrative approach strengthens the project's reach and builds recognition across many communities.

Content is positioned to create a shared understanding of objectives, expected outcomes, and future value. Webinars recorded sessions and events encourage active participation and set the tone for dialogue rather than one-way transmission.

Performance is observed through key indicators such as website visits, social media engagement, participation in events, and direct reactions from stakeholders. Content production draws on coordinated contributions from several partners to ensure that different forms of expertise are

represented. Updates follow a continuous cycle shaped by measured performance and stakeholder reactions, which sustains a dynamic and impact-oriented communication pathway.

To accomplish this work, WP8 members have taken part in most Work Package meetings and have interacted regularly with all leaders and teams. This close involvement provides a clear view of ongoing developments, challenges, achievements and expected results. It allows the WP8 team to follow the evolution of research and innovation activities with precision and to transform this understanding into communication outputs designed for stakeholders, users and beneficiaries at different levels.

4.6 Synergies with other Initiatives and Projects

The Horizon Europe obligation to maximise impact frames the work of the D&C partners as a coordinated effort to build synergies with a wide set of external stakeholders. This includes ongoing EU-funded research initiatives, patient associations, medical societies, national projects and wider thematic networks. Through this collaborative approach, the project broadens its visibility and strengthens its presence across key communities.

All partners engage with actors outside the consortium to speed up the uptake and practical use of the knowledge produced. Medical educators, developers of clinical and digital health solutions, and international patient organisations across Europe and worldwide form part of this extended outreach. These interactions support the circulation of project results and help ensure that outcomes move towards real-world implementation, reinforcing both long-term sustainability and societal value.

Within this framework, WP7 (as part of T7.1) and WP8 collaborate closely to establish and maintain structured links with other EU-funded initiatives, ensuring that the project is well embedded within the wider European research and innovation landscape. This collaboration goes beyond simple information exchange and includes the systematic mapping of thematically related projects, regular meetings with external stakeholders and organisations, and the establishment of dedicated communication channels. WP8 and WP7 jointly coordinate these efforts to identify complementary research directions, explore opportunities of collaboration and promote the visibility of NextGen within strategic European networks. The two work packages help position NextGen as an active contributor to collective knowledge generation, foster coherence with parallel Horizon Europe projects and initiatives, and lay the groundwork for future collaborations that can amplify impact and support long-term sustainability.

In parallel, NextGen actively participates in a self-organised thematic cluster with EHTEL and the European Brain Council that emerged from a DG HADEA initiative, following a networking meeting for the 2023 project calls held on 26 June 2024. What began as an introductory exchange has evolved into a dynamic collaborative platform that brings together multiple Horizon Europe projects working on related challenges. The cluster now functions as a cooperative forum where participants jointly examine shared scientific, technical, and operational issues; coordinate outreach and communication activities when appropriate; and explore possibilities for producing complementary or harmonised outputs. Through regular interactions, the cluster strengthens mutual learning, fosters cross-project coherence, and enhances the overall impact potential of the participating initiatives.

NextGen plays an active role in these clustered activities by coordinating task T4.1 on data requirements, data collection and bias management. In this context, the project, together with its consortium member DataPower, is developing an online survey designed to capture with precision the

types of support clinicians expect from risk prediction models. This survey will be launched soon and will contribute to refining the project's understanding of clinical needs and expectations.

Horizon Europe Call Title	Examples of synergies	NextGen additions
Innovative tools for use and re-use of health data (in particular of electronic health records and/or patient registries)	**DataTools4Heart**: standardisation tools; **AI4HF**: standardisation clinical tools;	AI data curation in genomics; multimodal data integration; federated genomic techniques; cardiovascular medicine.

Table 4. Synergies with other Initiatives and Projects

So far, we have carried out joint activities with projects such as AI4HF and DataTools4Heart, including scientific sessions at the ESC Congress 2025, informal meetings, and the production of two podcasts. These synergies have facilitated knowledge exchange and best practices, increased the visibility of the projects involved, as well as explored opportunities for future collaboration in dissemination and exploitation of results.

Moreover, in the second half of the project, NextGen will actively foster collaborations and strategic synergies with the **ESC Council on Cardiovascular Genomics**. This partnership will support a wide range of initiatives, including dissemination of research findings, development of educational activities, participation in joint scientific events, and collaborative efforts to advance innovation in cardiovascular genomics.

We expect to continue fostering synergies with additional projects and initiatives, as outlined in the first D&C plan, both with the projects and calls mentioned there and beyond.

Horizon Europe Call Title	Examples of synergies	NextGen additions
Innovative tools for use and re-use of health data (in particular of electronic health records and/or patient registries)	**AIDAVA**: guided data curation tools; **DataTools4Heart**: standardisation tools; **AI4HF**: standardisation clinical tools; **IDEA4RC:** interoperability data space (cancer).	AI data curation in genomics; multimodal data integration; federated genomic techniques; cardiovascular medicine.
New methods for the effective use of real-world data and/or synthetic data	**ONCOVALUE**: structured reports (cancer); **REALM**: standardisation tools/models	Multimodal data integration; metadata cataloguing; decentralised semantics
Scaling up multi-party computation, data	Federated computation: **SYNTHEMA** (haematology); **SECURED** (cancer).	As above, noting cardiovascular focus.

anonymisation techniques, and synthetic data generation		
Technologies and solutions for data trading… and interoperability	Non-healthcare specific projects demonstrating federated dataspaces and interoperability frameworks.	Data authenticity validation; healthcare-driven governance tools and frameworks.

Table 5. Overview of Planned Synergies in the First D&C Plan

5 NextGen Branding

5.1 NextGen Documents Templates

The use of templates is essential to standardise communication materials, ensuring a consistent appearance and reinforcing the project's visual identity. For this reason, both physical and digital document templates are made available to the NextGen consortium.

This section has been revised to reflect recent updates to the NextGen document templates and communication materials. The changes include enhancements to the Word document template for deliverables and the slide deck, both of which have been refined since the original versions were introduced in the initial D&C plan. The updates aim to provide greater clarity and an improved visual identity across all project materials, ensuring that both physical and digital templates continue to meet the consortium's evolving needs.

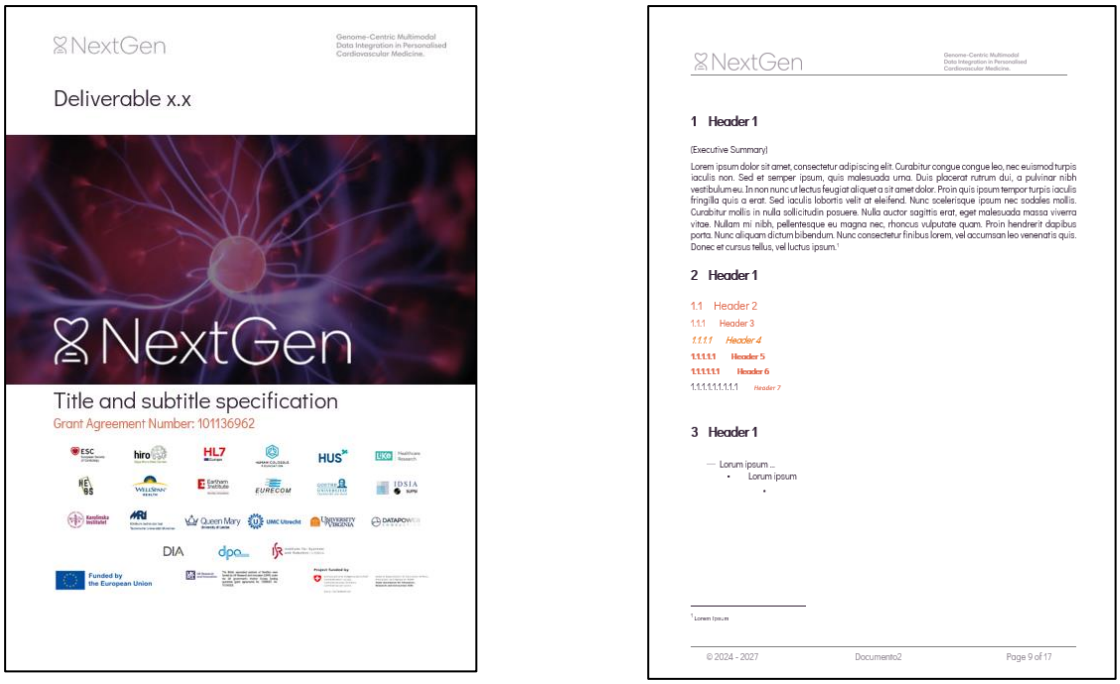


Figure 2. NextGen Deliverable's Template

6 Dissemination and Communication Tools and Channels

The NextGen consortium has identified the most effective channels for disseminating and exploiting project findings, based on the characteristics and needs of the targeted audiences outlined above. The principal communication mechanisms selected for sharing project updates and activities include the official project website, social media platforms, and press releases.

An overview of the communication activities associated with each channel, distributed across the various phases of the project, is presented in **Table 5**. The project is currently entering Phase Three.

Communication Mechanism	Phase One - Raise awareness	Phase Two - Inform and interact	Phase Three - Promote
Project's website	Design & development of an intuitive and responsive project's website; search engine optimisation	Regular update of the website content; watch website's analytics to measure impact and provide content of interest	Regular update of the website content; clear visibility of results, demo/application material in an interactive way
Social Media presence	Establishment of presence in social media Reproduce relevant content and monitor relevant hashtags; upload public material; follow influencers of the domain; engage to other projects and initiatives	Promote project's outcomes and events; interact with followers to get feedback; answer on comments and private messages on the various channels; upload public material; reproduce relevant content and monitor relevant hashtags	Promote project's outcomes and events; interact with followers to get feedback; answer on comments and private messages on the various channels; upload public material; reproduce relevant content (more sporadically)
Traditional media	Press release to announce the project's launch	Press releases to announce the significant events/results	Press releases to promote the business case of the project's results
Communication material	Design logo and project identity; prepare project factsheet, brochure,	Prepare revised brochure, banner, and frequent releases of e-Newsletter; publish	Prepare final brochure, banners, frequent releases of e-Newsletters and video

	banner, e- Newsletter and promo video	blogs/news in EU instruments (e.g. Cordis News, research EU magazines etc.)	demonstrators; publish blogs/news in EU dissemination instruments

Table 6. Dissemination and Communication Strategy

6.1 Social Media Strategy

As part of its D&C activities, the NextGen project has implemented a structured social media editorial calendar to ensure consistent and strategic outreach. The project's official social media channels - YouTube, LinkedIn, X (formerly Twitter) and BlueSky - were selected to align messaging with the interests and behaviours of specific target audiences. This choice supports a focused and effective communication strategy.

All partners with active social media accounts have been encouraged to follow and amplify the project's presence by sharing posts, tagging and referencing the official NextGen profiles when publishing related updates. To reinforce visibility and brand coherence, social media icons have been integrated into the footer of the NextGen website, and each channel has been customised to ensure clear and immediate recognition across platforms.

The core purpose of the project's social media activity is to disseminate information, raise awareness and engage stakeholders interested in the themes addressed by NextGen. Posts serve as access points to direct audiences towards the website's blog section, where more detailed materials are available.

A four-year internal strategy has been designed to guide the progression of social media activities throughout the project. Each channel addresses a distinct audience segment, and content is shaped in tone and message to match the expectations of that group. For every post, the intended audience has been clearly defined to ensure relevance and engagement.

The overarching aim is to reach professionals in the field who are not yet familiar with NextGen, encouraging them to follow the project's work and become active promoters of its outcomes.

Social media provide direct and immediate access to stakeholders and users, supporting the emergence of communities and strengthening interaction. All channels connect back to the main content hub of NextGen, which is the project website with its various content lines.

YouTube functions as the video repository of the project, while LinkedIn enables the creation of segmented communities and offers multiple communication formats, including news items, newsletters, multimedia reels and carousels.

Ultimately, the social media goal is to reach professionals within the sector who were not yet familiar with NextGen, encouraging them to become active supporters and promoters of the initiative. Social media channels provide immediate, direct communication with stakeholders, create pathways to richer content hosted on the project website, and support the growth of communities around shared interests. Their structure allows triangulated communication, where a single message links several media channels, reinforcing visibility and engagement across platforms.

- Definition of an editorial calendar per project, organising posts into categories such as event-related storytelling, thematic highlights and regular updates to maintain a steady and coherent communication rhythm.
- In-depth dissemination articles on project keywords and communication results or deliverables, offering more substantial insights while strengthening the narrative identity of the project.
- Official hashtags: **#NextGenProject #HorizonEurope**, used to ensure discoverability and consistent branding across platforms.
- Thematic area hashtags: **#dataspace #personalisedmedicine #genomicdata #multimodaldata**, designed to embed project content within broader sectoral conversations and attract specialised audiences.
- For mention:
  - **Twitter/X:** @NextGenCVD
  - **YouTube:** @NextGenCVDDataspace
  - **LinkedIn:** nextgen-cvd-dataspace
  - **BlueSky:** nextgentools.bsky.social

6.2.1 Social Media Channel Evaluation and Strategic Adjustment

6.2.1.1 X (former Twitter) – BlueSky platform

After conducting an analysis of the performance and impact of NextGen's social media activities, WP8 team identified significant limitations in visibility and engagement on X (formerly Twitter). Despite regular posting and tagging, the platform's evolving algorithmic structure increasingly restricted organic reach, making it difficult to connect with relevant audiences. Posts were often deprioritised in users' feeds unless promoted through paid campaigns, which conflicted with the project's non-commercial D&C strategy. Additionally, the fragmentation of user engagement and the decline in active professional communities on X further reduced its effectiveness as a dissemination tool.

As a result, WP8 has decided to suspend activity on X and reallocate resources to more impactful platforms. LinkedIn has been prioritised due to its stronger alignment with professional audiences and consistent engagement metrics.

BlueSky has been explored as a potential alternative. While still in its early adoption phase, it offers a decentralised and community-driven environment that could support niche engagement. Its performance it is been scheduled for evaluation at the beginning of Phase Three, with a decision on continued use to be based on reach, interaction levels, and relevance to the project's dissemination goals. This strategic adjustment has been made to ensure that, during the final phase of the project, communication efforts were focused on channels that maximised visibility, promoted results, and supported broad dissemination across relevant sectors.

Figure 3. NextGen X/Twitter

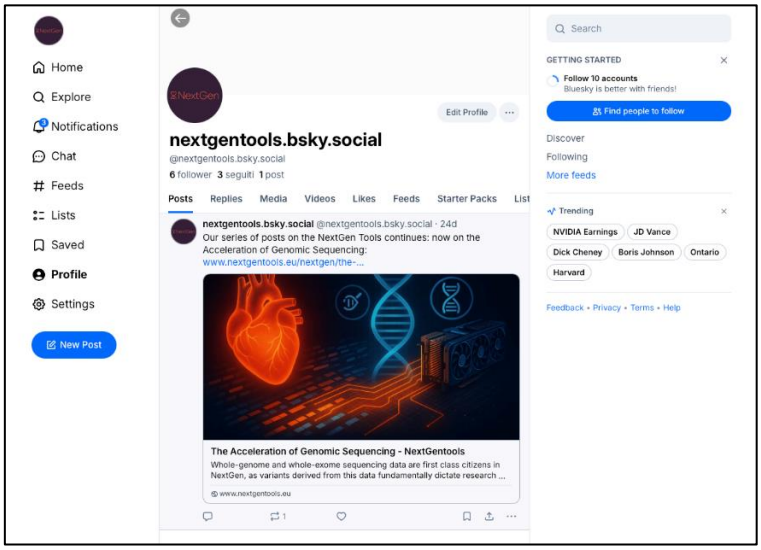


Figure 4. NextGen BlueSky

The communication strategy applied to BlueSky mirrors that used for X, as both platforms shared similar functionalities and user behaviours. This allows the consortium to replicate messaging formats.

BlueSky communication strategy:

- **Concise textual content (up to 300 characters):** Posts will contain essential information, including official and thematic hashtags, @mentions, and a link to the project website: https://www.nextgentools.eu/.
- **Community engagement:** Each project partner will be encouraged to follow the NextGen account and vice versa. Tagging and reposting the project's Bluesky content will help strengthen its presence and support content dissemination.
- **Relevant tagging:** Posts will include appropriate accounts and hashtags to maximise visibility and engagement.

6.2.1.2 LinkedIn

In the first two years of the project, the Consortium focused much of its communication and dissemination efforts on LinkedIn. This platform was chosen for its strong professional orientation, enabling the project to reach a targeted audience of stakeholders, researchers, and industry experts. LinkedIn offered an effective space to build credibility, share updates, and foster engagement through posts and articles, while also informing followers about key events and NextGen meetings. This approach ensured that the project's activities, milestones, and results were communicated to the right communities in a timely and professional manner.

This social media is one of the most powerful tools in terms of disseminating professional information. NextGen page has been implemented according to the following criteria:

- Profile image with the official icon logo and cover with image referring to the main graphic design of the project.
- Description of the project.
- CTA button has been added and invites users to visit the official website https://www.nextgentools.eu/.
- The official hashtag of the page is #nextgenprojecteu.

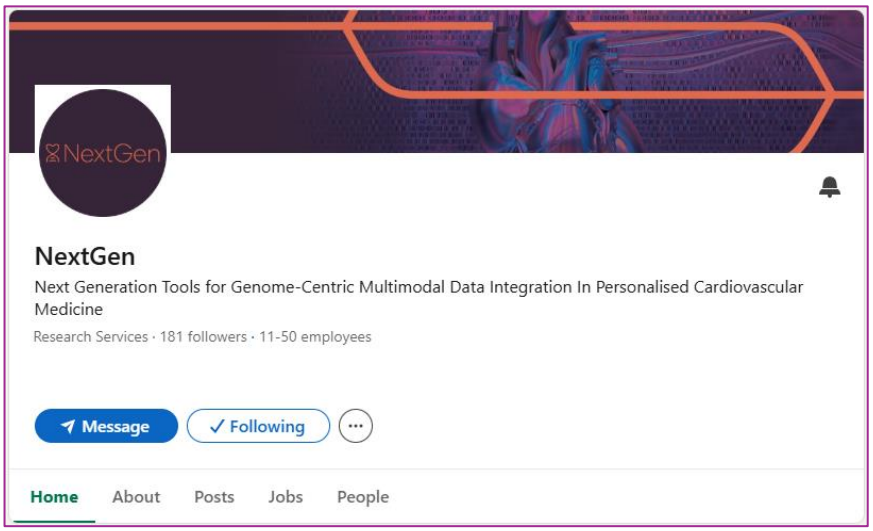


Figure 5. NextGen LinkedIn

A glimpse at the communication strategy that has been devised to be applied to the editorial calendar:

- **Target:** For each social channel, different content is produced based on the target audience. LinkedIn focuses on highly professional content, so posts follow a concise, professional, and detailed style aligned with its tone.
- **Hashtags:** Each post includes specific hashtags related to topics such as digital public services, user-centred design, and data sovereignty in the European Union. This ensures the audience receives targeted updates on areas of interest.
- **Connections:** Each project partner follows the NextGen LinkedIn page and vice versa. These connections create targeted dissemination, conferring authority and recognition to the project.
- **Reposting:** Project partners repost content from the NextGen LinkedIn page, mentioning the page, using the official hashtag, and including the official website: https://www.nextgentools.eu/.

- **Mentions:** The NextGen LinkedIn profile mentions other institutional pages of the partners involved in the project, strengthening visibility and collaboration.

LinkedIn Analytics

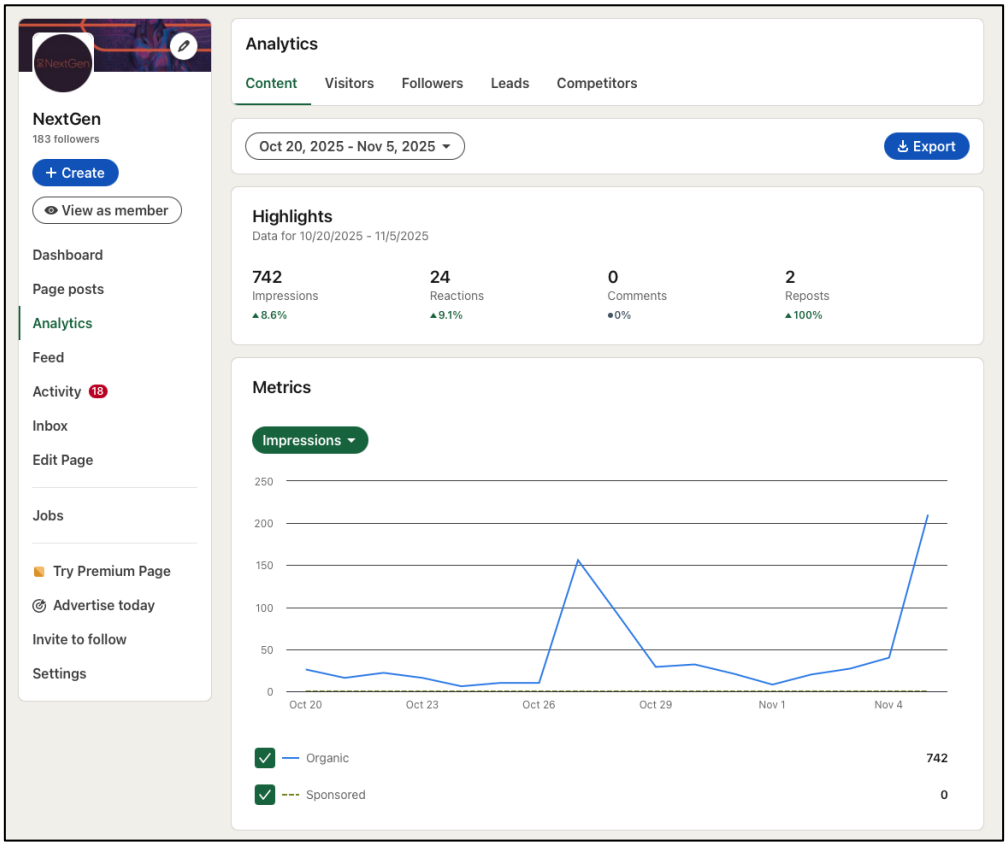


Figure 6. LinkedIn Analytics: Impressions

The analytics show a clear upward movement in visibility. Impressions rise sharply at the end of the period, signalling growing reach and stronger circulation of content. Organic impressions account for all activity, which means the project gains attention without paid promotion. The highlights confirm steady engagement, with 742 impressions and a positive trend in reactions. Even if comments are absent, the consistent views indicate that the audience reads and registers the updates. The analytics suggest a healthy baseline and a solid capacity to attract interest whenever content is published.

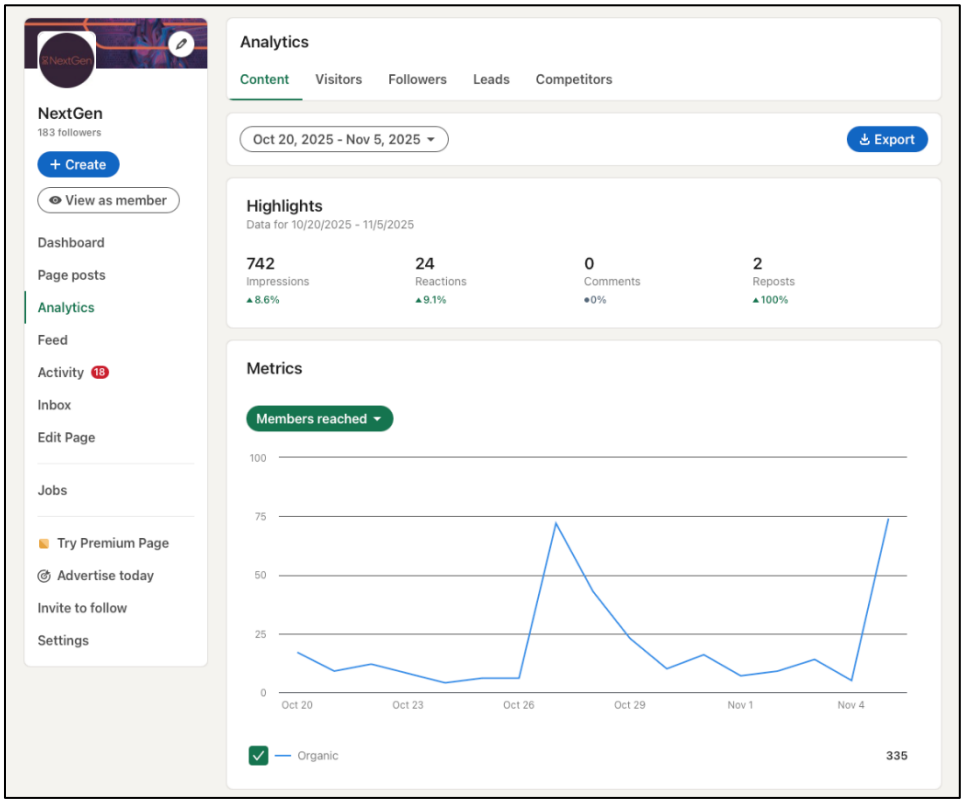


Figure 7. LinkedIn Analytics: Members

The analytics show that the project reaches 335 members, with both indicators rising toward the end of the period. The curve confirms that each new post triggers a visible reaction and expands visibility. Engagement grows without sponsored content, which means the audience responds organically to the material published. The highlights confirm that reactions increase, and the page attracts steady attention, giving a solid basis for future communication.

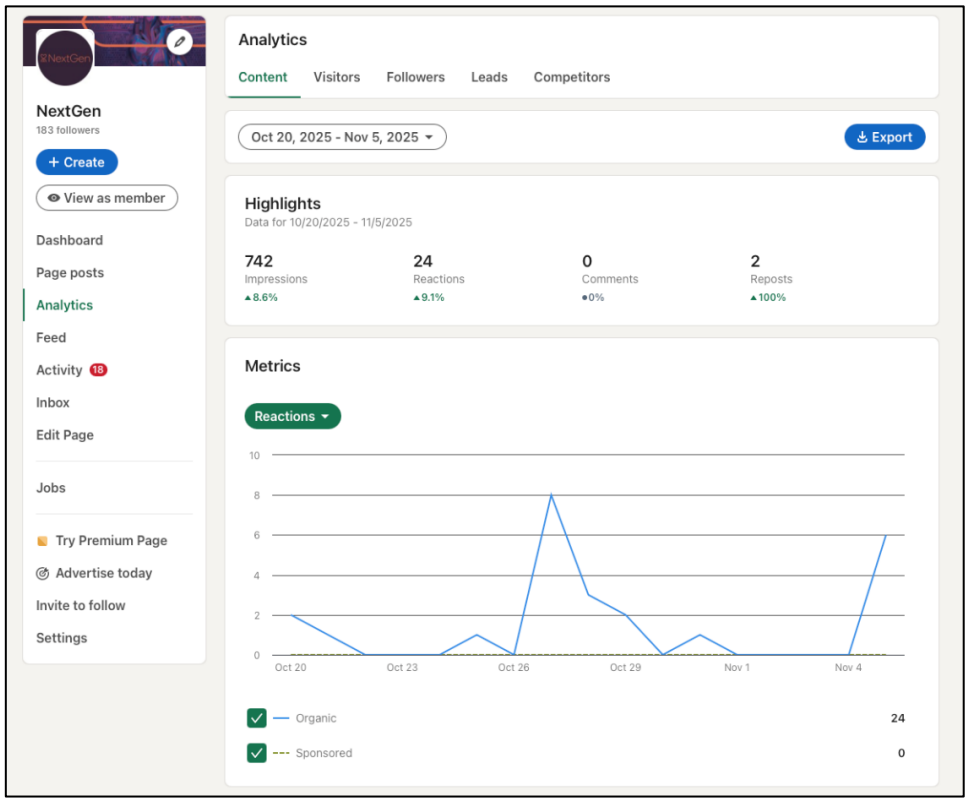


Figure 8. LinkedIn Analytics: Reactions

The analytics show that reactions rise clearly at two points in the period, confirming that well-timed posts stimulate visible interaction. All reactions are organic, which reflects genuine interest in the content rather than paid amplification. The steady baseline and the peaks around new publications indicate that the audience follows the page and responds when material is released. This creates a positive foundation for strengthening the project's presence.

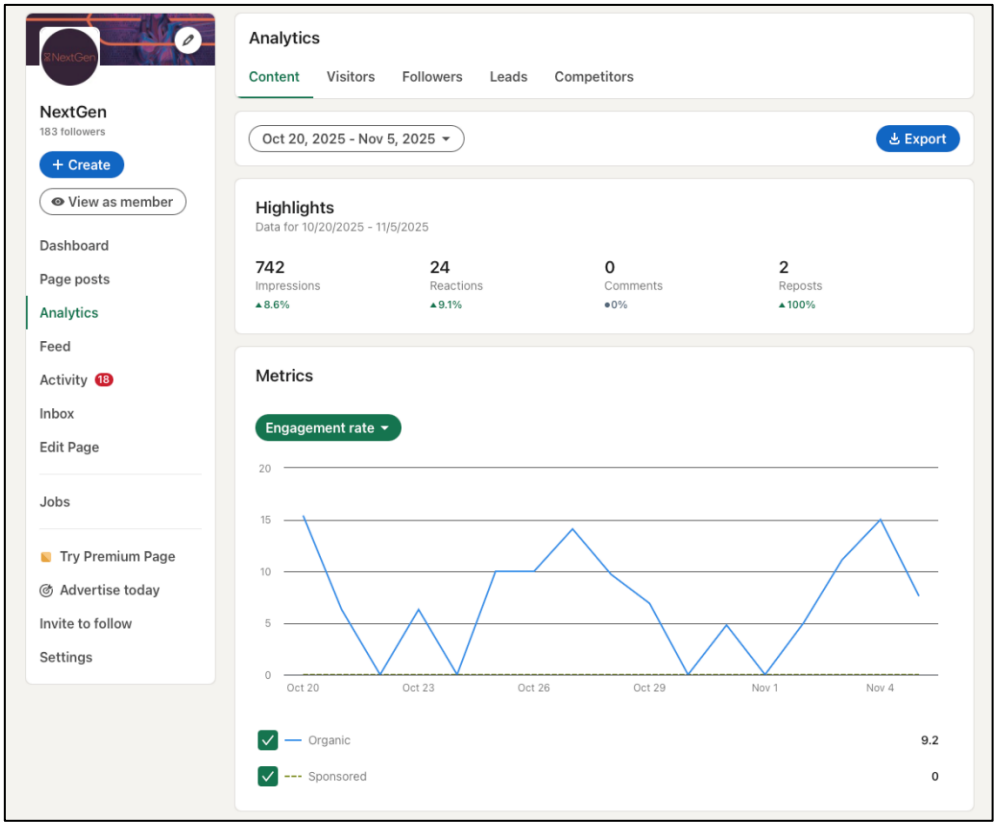


Figure 9. LinkedIn Analytics: Reactions

The engagement curve shows a lively pattern with repeated peaks across the period. Each new post triggers a clear rise, which confirms that the audience reacts when fresh content appears. The last days display one of the strongest values, indicating renewed attention and a responsive follower base. All interactions come from organic activity, which signals genuine interest in the project rather than paid amplification. The overall trend reflects a page that activates its viewers and builds steady visibility.

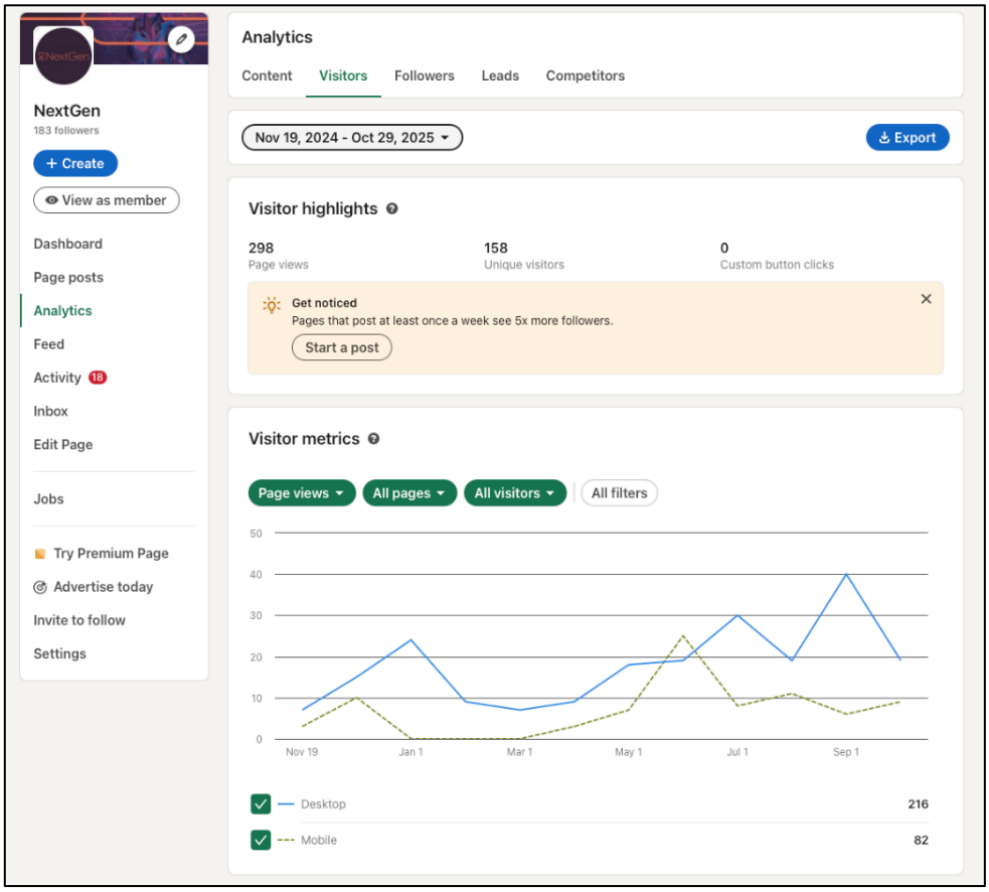


Figure 10. LinkedIn Analytics: Visits to the NextGen profile

The visitor data shows a clear and steady flow of interest over the full period. Page views rise several times, with a marked peak in early autumn that confirms strong visibility when activity increases. Both desktop and mobile visitors follow a positive pattern, which means the project reaches audiences across devices. The curve maintains regular movement and avoids long inactive phases, signalling that the page attracts recurring attention. The highlights confirm almost 300 views and a solid number of unique visitors, offering a good base for continued growth.

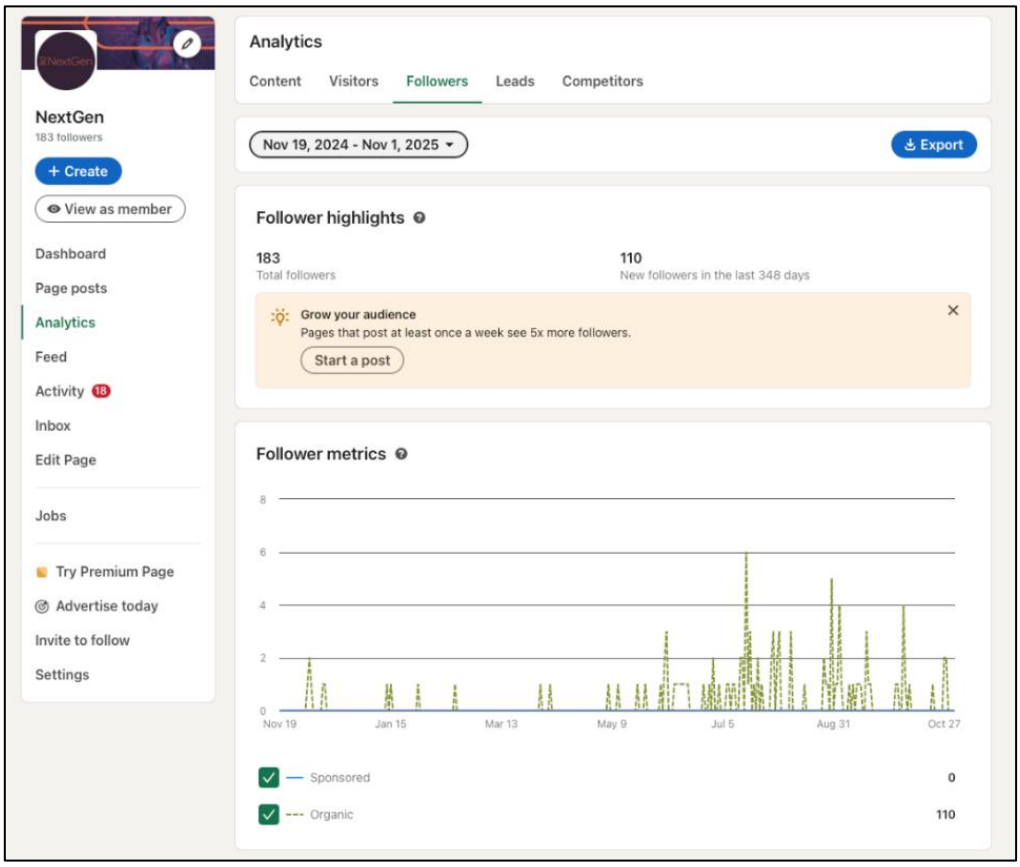


Figure 11. LinkedIn Analytics: Followers

The follower data gives a positive picture. The project reaches 183 followers overall, with 110 new followers gained in the last 365 days, which shows a steady and durable growth trend. The timeline displays regular additions, with clear periods of intensified interest where the number of new followers rises sharply. All growth is organic, which means people choose to follow the project because the content resonates with them. As already mentioned, with the non-commercial D&C strategy, none of the post were sponsored. With all metrics showing green, the chart reflects an active page that continues to expand its community over time.

6.2.1.3 YouTube

YouTube serves as the central repository for the Consortium's audiovisual content, offering an accessible and well-organised platform where all project multimedia materials are gathered. The channel features recordings of event and conference participation, key sessions, and promotional materials such as videos highlighting the project's objectives and progress. It will also host webinars and other activities as the project progresses.

The use of YouTube serves several purposes: ensuring content is accessible at any time, reinforcing the project's transparency and visibility, expanding dissemination by leveraging the platform's global reach, and facilitating the reuse of videos across other channels such as LinkedIn, Bluesky and the official website. To maximise impact, best practices are applied, including optimising titles and descriptions with relevant keywords and hashtags, adding links to the official website, and maintaining a visual identity consistent with the project's branding.

NextGen YouTube account was implemented according to the following criteria:

- Profile image with the official icon logo and cover with image referring to the main graphic design of the project which recalls the globe-shaped network.
- Link to the official https://www.nextgentools.eu/ website.

Figure 12. NextGen YouTube Account

Here below a glimpse at the communication strategy applied to the YouTube social channel:

- Recordings of conferences and any other relevant event are published in a timely manner, the description includes appropriate tags and links to relevant material and always to the project website https://www.nextgentools.eu/.
- YouTube is used to publish videos that explain certain aspects of the project, however given the "trending" logic behind videos and accounts visibility on YouTube it is reasonable to envisage the use of this platform as a repository.

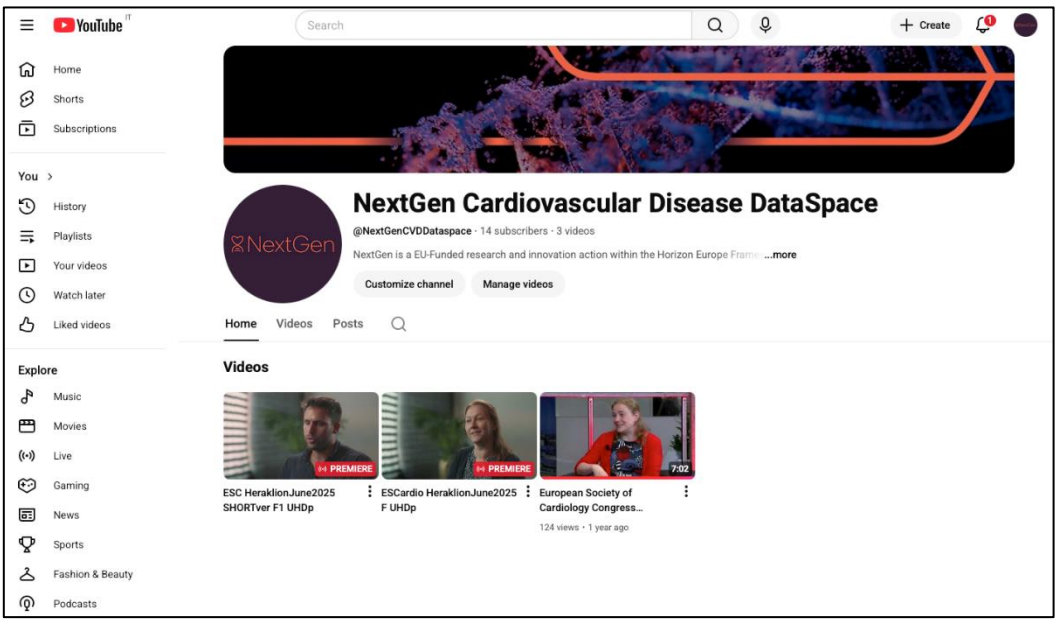


Figure 13. NextGen YouTube posts

6.2 Project Video

One of the key activities undertaken during the initial phase of the project has been the production of the official institutional video for the NextGen project. This action aimed at enhancing the project's visibility and improving understanding of its objectives among both specialist and non-specialist audiences.

The video, filmed during the 2025' consortium meeting in Heraklion (Greece) showed various sequences, including extracts from presentations delivered by consortium partners, as well as brief, individual on-camera interviews. These testimonials provided an opportunity for each participating organisation to convey key messages, describe their specific role in the project, and highlight the collaborative and multidisciplinary nature of the initiative. All footage was recorded using professional audiovisual equipment and under carefully planned conditions, ensuring the quality required for dissemination via digital platforms and channels.

The primary aim of the video is to serve as an effective communication tool that conveys, in a clear and accessible manner, what the NextGen project is about, its scientific and digital objectives, the challenges it seeks to address, and the broader impact it intends to achieve in the short, medium and long term. It is designed to support the dissemination of the project's activities and ambitions not only within the scientific and academic communities, but also among other healthcare stakeholders, public administrations and institutions, policymakers and the general public.

The content has been developed to ensure that the message is appropriate, engaging and relevant for a diverse range of stakeholders.

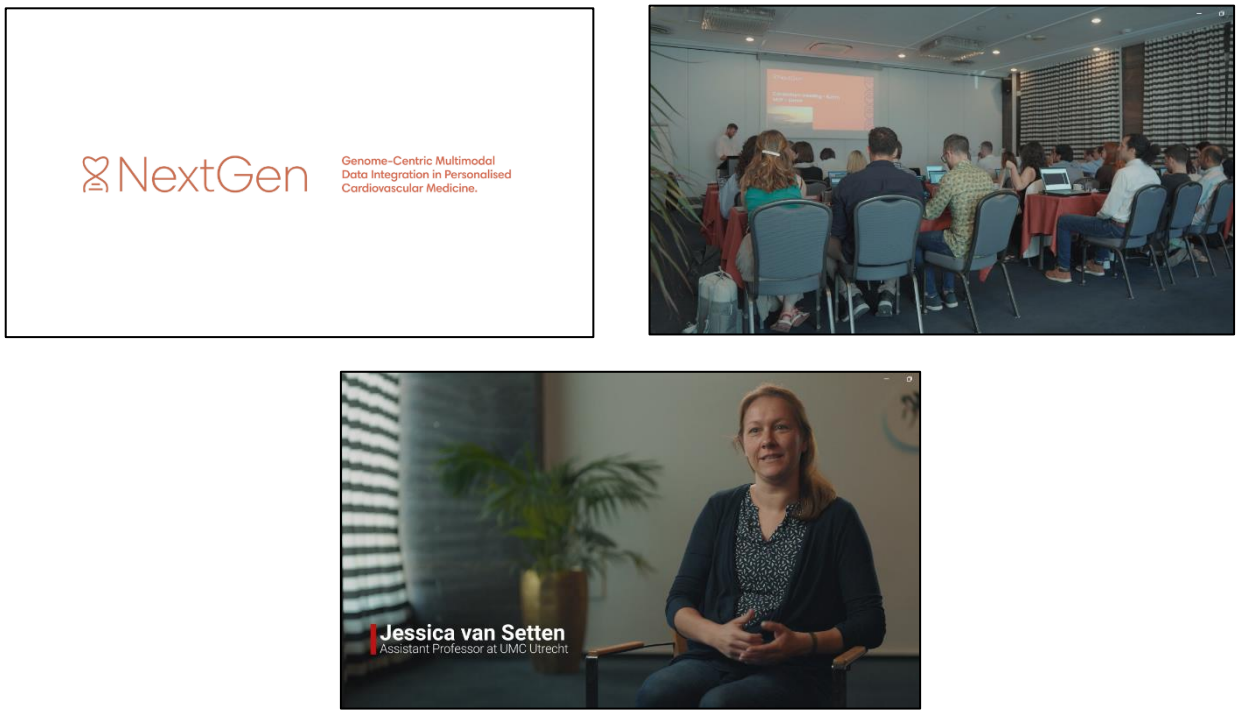


Figure 14. NextGen Promotional Video

6.3 Educational Webinars and Podcasts

In addition to leveraging partners' institutional communication channels and networking tools (websites, social media, press releases, mailing lists, videos, etc.), the consortium has adopted a targeted dissemination approach through specialised channels designed to engage specific audiences. This includes:

- **Educational Webinars:** Two webinars will be organised during the final phase of the project, aimed at clinicians and healthcare providers. These sessions will offer a comprehensive overview of the project's objectives, methodologies, and key results, while also providing practical insights into how the tools and solutions developed can be integrated into clinical practice. The webinars will serve as interactive platforms, enabling participants to ask questions, share feedback, and explore real-world applications.

- **Podcast Series:** A series of podcasts complement the webinars, delving deeper into the topics covered and featuring interviews with project experts, clinicians, and stakeholders. These podcasts provide an accessible and engaging format for audiences to learn about the project's innovations, challenges, and impact. By distributing the podcasts through popular streaming platforms and partner channels, the consortium ensures that the content reaches a wider audience, including those who may not be able to attend the webinars live. This format offers a flexible and accessible medium through which the project can reach diverse stakeholders and promote discussion around its scientific and societal relevance. Recorded episodes are available on **ESC 365 - The Cardiology Knowledge Hub**, as well as on dedicated platforms such as **Spotify, Amazon Music, Apple Podcasts**, and **Deezer**.

These tools also constitute key project's communication and dissemination material to be published on both NextGen website as well as social media channels.

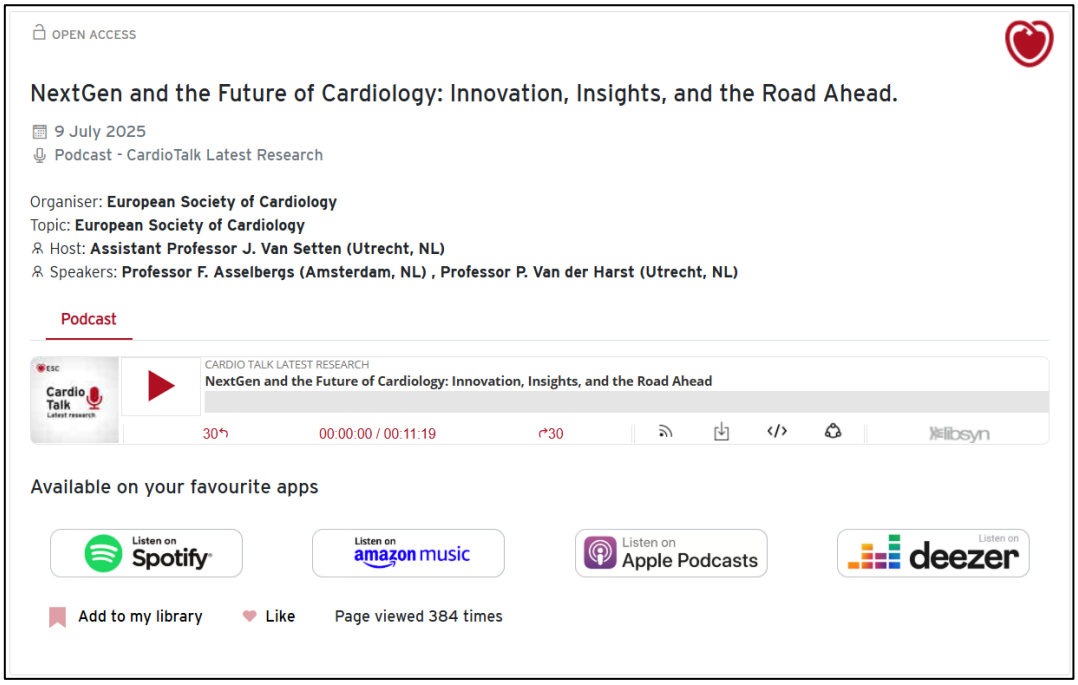


Figure 15. NextGen Podcast

6.4 NextGen Newsletter

The forthcoming NextGen newsletter follows a clear editorial structure inspired by the attached sample while remaining fully aligned with the project's scientific and community-oriented mission. It is organised as a collection of concise news items that open the edition and set the thematic tone. Each issue develops a selected topic that guides the choice of content and creates coherence across sections. The topic frames the contributions of internal team members and invited external experts, ensuring a balanced mix of project-driven insights and views from the broader personalised-medicine and data-space ecosystem.

The newsletter includes papers, short research highlights, and knowledge pieces that present recent scientific developments linked to the topic chosen for that edition. Internal authors can focus on methodological advances, architecture updates, or insights from ongoing development cycles. External contributors enrich the section with complementary perspectives drawn from their own work, strengthening the network effect and positioning NextGen as an active node in a wider research community.

Events and conferences form a dedicated section that informs readers about upcoming engagements, participation of partners, and opportunities for the community to meet the project team. Past events are presented through brief summaries that highlight key outcomes, presentations given, and the relevance of the discussions for the evolution of personalised cardiovascular medicine and multimodal data infrastructures.

The newsletter also contains a curated segment on project-related activities such as workshops, webinars, and pilots. This builds continuity from one issue to the next and helps readers follow the practical progression of NextGen work. Visual materials, interviews, or short commentary pieces may complement this segment when relevant, creating a dynamic reading experience and reflecting the project's collaborative spirit.

The structure is designed to accommodate different preferences among stakeholders, who can select the type of content they wish to receive at registration. Publications and articles focus on research findings and conceptual insights. Summits and events present forthcoming gatherings of interest to the community. Materials and videos offer educational and accessible content. A no-preferences option gives subscribers a balanced overview across all categories. This flexible structure ensures that different audiences receive the information they value most while maintaining a coherent editorial identity for the newsletter.

Overall, the forthcoming edition provides an integrated, topic-driven view of project progress, showcases scientific output, amplifies community engagement, and strengthens the visibility of both internal and external contributors.

The template for the newsletter outlook is visible in **Figure 16** and **Figure 17.**

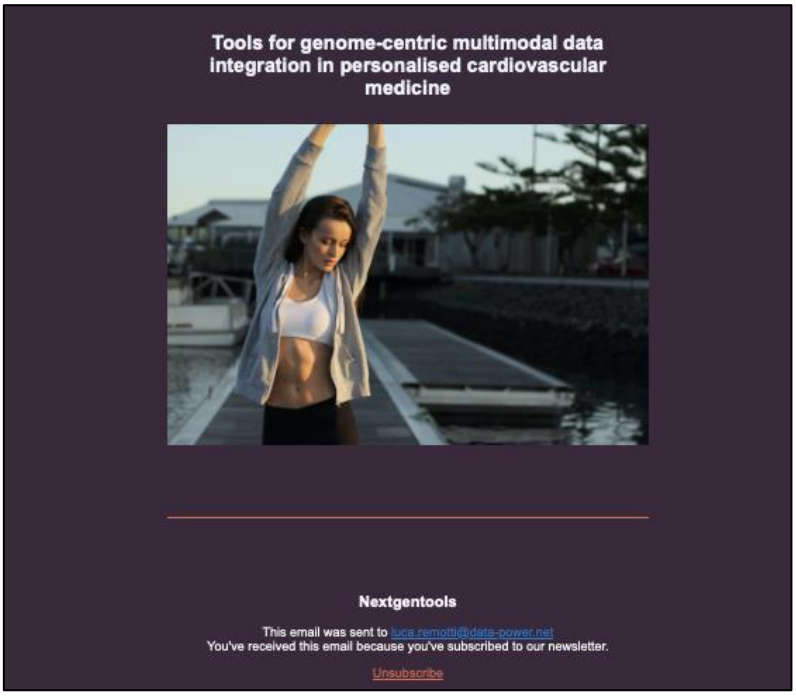


Figure 16. Newsletter (web)

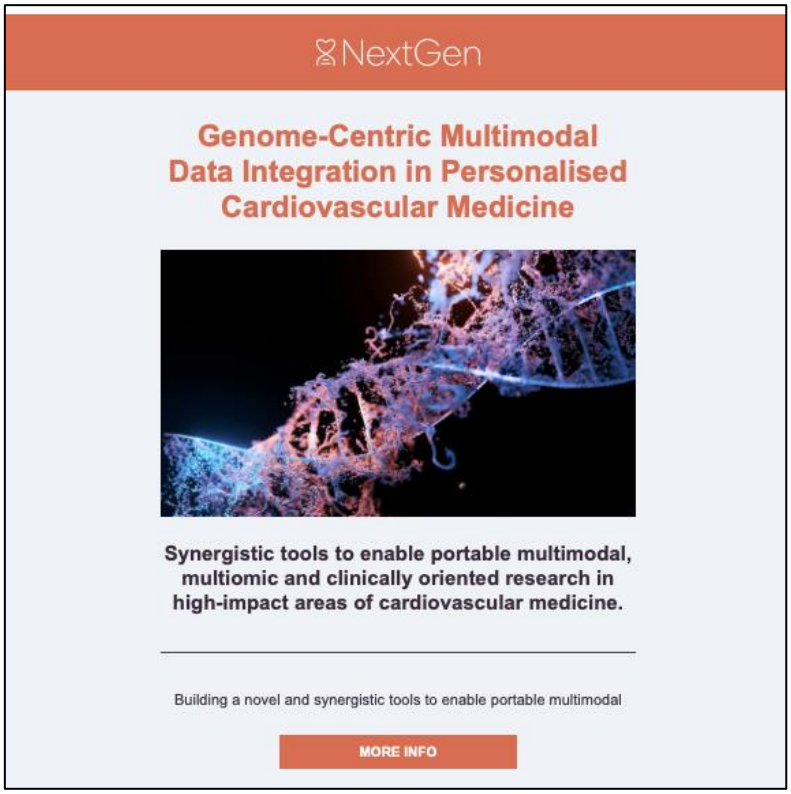


Figure 17. Newsletter (web, to scroll down)

The newsletter serves as a pivotal communication tool for engaging with external stakeholders in the NextGen project. Its purpose is to deliver timely updates on the project's progress, communicates challenges and successes encountered, and highlights key milestones. Additionally, the newsletter plays a crucial role in promoting upcoming events and sharing success stories, which are instrumental in building and strengthening the NextGen community.

To ensure relevance and impact, the content of each newsletter is meticulously tailored to the specific interests and needs of different stakeholder personas. This personalized approach ensures that each recipient receives information that is not only relevant but also presented in a clear, concise, and engaging format—making it easy for them to absorb and understand the key messages.

Each edition of the newsletter is crafted by the project team, who take great care to align the content with the diverse experiences and fields of interest of our stakeholders, ensuring it resonates well with each persona. This strategic communication not only informs but also engages stakeholders, fostering a sense of involvement and community around the NextGen initiative.

6.5 NextGen Website

The project website serves as a repository, providing the latest updates and information about upcoming events. News articles published on the website emphasise the following:

- Projects updated,
- Projects Milestones and Deliverables,
- Project Reports and Publications,
- Press releases,
- Educational webinars and podcasts,
- Multimedia contents and videos,
- Upcoming events.

The detailed description of the project website is provided in a separate deliverable D8.2 (Website Report), while in the figure below is reported the landing page of the website.

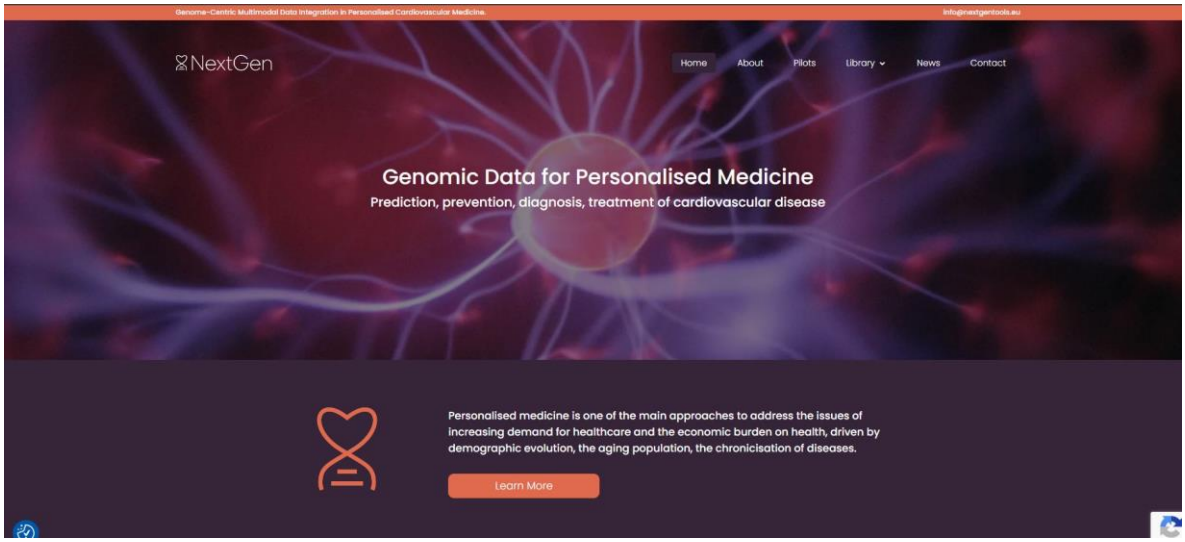


Figure 18. Landing page of the website

6.5.1 Website Posts

The web posts form the project's continuous stream of short, accessible articles that keep the community aligned with the evolution of NextGen. Each post highlights a concrete element of progress: a deliverable, a component of the NextGen Tools, a methodological advancement, or a specific activity carried out within a work package. The pilots receive similar attention, with posts that document their steps, intermediate findings, and the practical relevance of the solutions being tested in real clinical or research environments.

These posts are produced by the communications team, who work closely with the work-package groups. They follow the discussions, attend technical sessions, and extract key points that can be shared with a broader audience. This ensures that the content remains firmly rooted in the actual development process and reflects the state of the project with precision.

The posts are supported by internal and external documentation. Deliverables offer the formal basis for many articles, summarised into clear messages that readers can quickly grasp. External sources help provide context or connections to wider developments in personalised medicine, data governance, and the broader scientific ecosystem. This dual input strengthens the reliability and depth of each piece.

Experts from within the consortium and selected external specialists contribute when a topic requires deeper exploration. In these cases, the short format hosts a compact insight authored by someone with direct experience and technical authority. This enriches the web posts with focused expertise while preserving their concise and accessible style.

Together, the web posts form a regular, coherent narrative of NextGen's progress. They keep stakeholders informed about what is happening across the work packages, show the practical meaning of the tools under development, and demonstrate how the pilots translate the technical work into real-world value.

6.5.1.1 Website Analytics

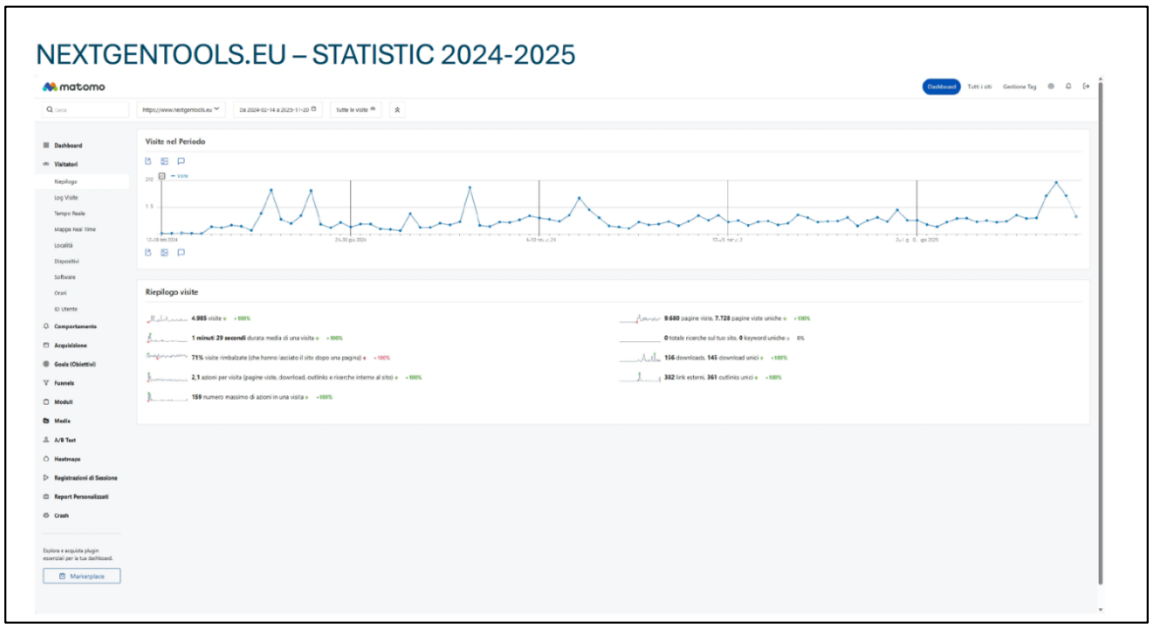


Figure 19. Website Analytics

The analytics of **nextgentools.eu** show how the site has grown, who visits it, and what content attracts attention. The data cover the period from the start of the project until November 2025 and provide a clear view of reach, geography, devices, traffic trends, and content usage.

The traffic line over the year shows a steady rhythm with recurring peaks, suggesting periodic attention driven by events, releases, or internal communications. The underlying baseline gradually rises, showing a progressive consolidation of returning visitors.

The global distribution map confirms a strong international footprint. The United States is the largest single source, followed by northern and western European countries. The list of countries shows broad diversification: Italy, the United Kingdom, the Netherlands, Germany, France, Belgium, Finland, Ireland, and Spain all contribute meaningful traffic. This pattern points to a mixed audience composed of project partners, scientific communities, and broader health-data and personalised-medicine networks.

The regional detail reinforces the international nature of the audience. Texas leads, followed by England and Noord-Holland. Italian regions appear prominently, especially Lombardia and Veneto. German, Irish, and Finnish regions also play a role. This suggests repeated engagement from locations associated with universities, research hospitals, and data-science hubs.

At the city level, the pattern becomes more granular. San Antonio and Amsterdam stand out, followed by Milan, Helsinki, Dallas, Frankfurt, Dublin, London, and Naples. Such concentration indicates that certain clusters of institutions follow the project closely, possibly coordinated around specific scientific or policy interests.

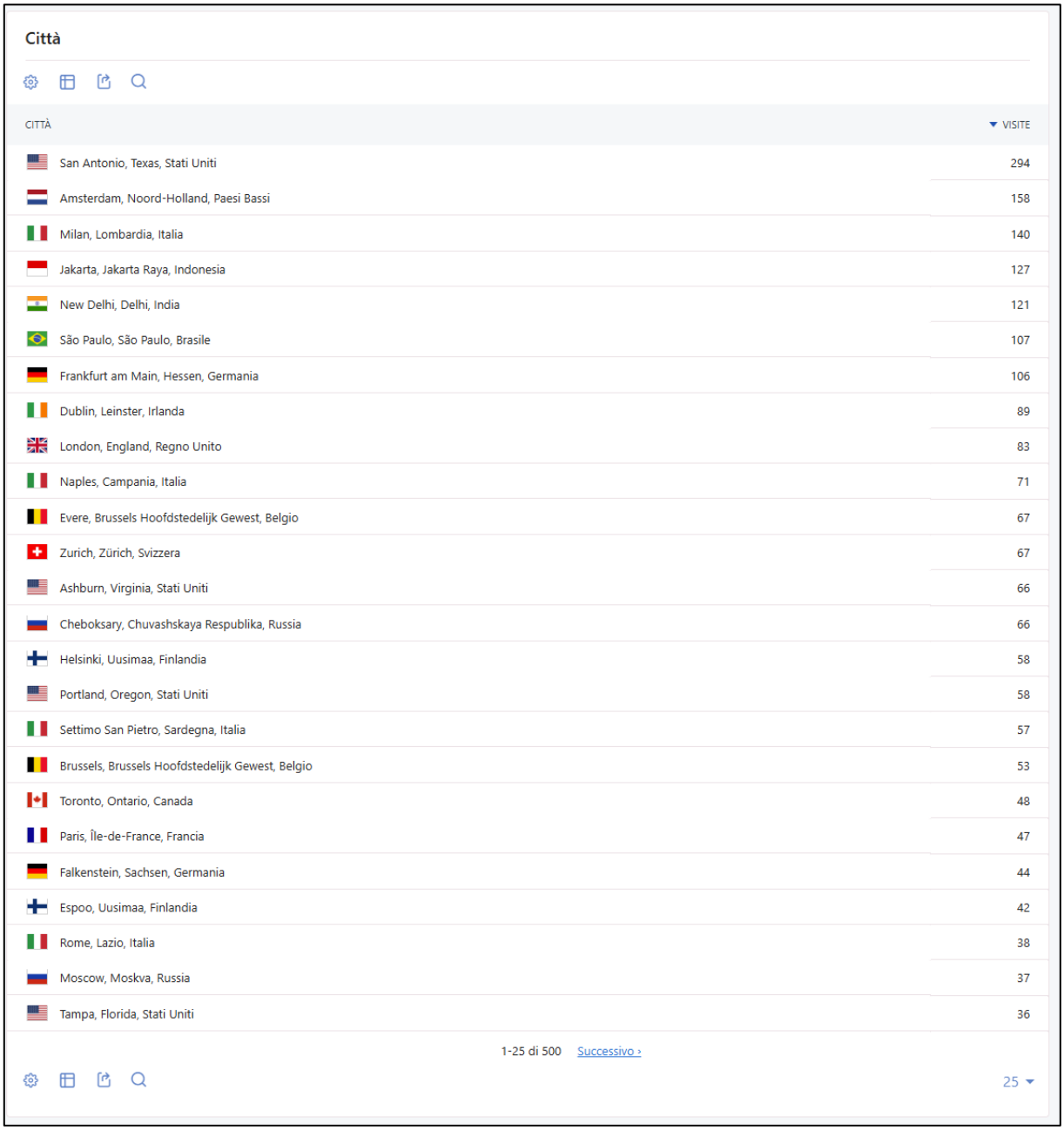
Device data reveal a clear prevalence of desktop usage, supported by Windows, macOS and Linux distributions, with a smaller but consistent mobile component. This aligns with a professional audience accessing the site in a work context. Browsers cluster around Chrome, Edge, Safari, and Firefox, confirming a standard professional environment.

The plugin page (page 6) shows how individual sections of the site perform. Documentation and tools pages gather the highest attention, which is coherent with the target audience of researchers, clinicians, and data specialists. The evolution chart (page 7) shows a visible acceleration towards the end of the observed period, with a marked peak that suggests a launch, an event, or the publication of key project outputs.

The page analysis indicates that news, deliverable pages, and tool-related sections are the most visited. Users gravitate towards concrete outputs: tools, datasets, updates, and documentation. This shows that the site serves as a functional reference hub.

The social-network section identifies LinkedIn as the main external source. This reflects the professional nature of the communication strategy, where LinkedIn acts as the bridge between internal project updates and external communities.

Altogether, the analytics show a site that grows steadily, reaches an international and technically-oriented audience, and attracts visitors mainly through professional channels. The attention converges on practical resources, suggesting that the website already functions as a central access point for tools, documentation, and project knowledge.



Città

CITTÀ	VISITE
San Antonio, Texas, Stati Uniti	294
Amsterdam, Noord-Holland, Paesi Bassi	158
Milan, Lombardia, Italia	140
Jakarta, Jakarta Raya, Indonesia	127
New Delhi, Delhi, India	121
São Paulo, São Paulo, Brasile	107
Frankfurt am Main, Hessen, Germania	106
Dublin, Leinster, Irlanda	89
London, England, Regno Unito	83
Naples, Campania, Italia	71
Evere, Brussels Hoofdstedelijk Gewest, Belgio	67
Zurich, Zürich, Svizzera	67
Ashburn, Virginia, Stati Uniti	66
Cheboksary, Chuvashskaya Respublika, Russia	66
Helsinki, Uusimaa, Finlandia	58
Portland, Oregon, Stati Uniti	58
Settimo San Pietro, Sardegna, Italia	57
Brussels, Brussels Hoofdstedelijk Gewest, Belgio	53
Toronto, Ontario, Canada	48
Paris, Île-de-France, Francia	47
Falkenstein, Sachsen, Germania	44
Espoo, Uusimaa, Finlandia	42
Rome, Lazio, Italia	38
Moscow, Moskva, Russia	37
Tampa, Florida, Stati Uniti	36

1-25 di 500 Successivo ›

25

Figure 20. Geographic locations of website visitors

6.6 Articles, scientific publications, and policy briefs

As part of the dissemination efforts, each consortium partner contributes to scientific publications. The outcomes of NextGen are shared through articles published in high-impact, peer-reviewed scientific journals, as well as through active participation in international conferences and symposia. These publications adhere to an Open Access policy, and efforts are made to negotiate the shortest possible embargo periods with journals, aiming for a maximum of 6 months.

NextGen consortium currently has published 12 scientific publications to date and aims to produce approximately 10-20 additional open-access publications by the end of the project. These will include a mix of opinion pieces, systematic reviews, and targeted scientific articles.

For reference, a list of targeted journals is provided in **Table 6**, and the list of NextGen scientific publications is shown in **Table 7**.

Journal	Access details	Website
European Heart Journal	Green and gold open access	https://academic.oup.com/eurheartj
EP - Europace	Green and gold open access	https://academic.oup.com/europace
Circulation	Open access (licensed) and subscription articles	https://www.ahajournals.org/journal/circ
JAHA - Journal of the American Heart Association	Open access	https://www.ahajournals.org/journal/jaha
BMJ- British Medical Journal	Open access	https://heart.bmj.com/
New England Journal of Medicine	Green open access, open access (licensed), free online access to institutions in developing countries	https://www.nejm.org/
The Lancet	Green and gold open access, open access for selected free full text research articles, review content and comments	https://www.journals.elsevier.com/the-lancet
Heart	Open access	https://heart.bmj.com/
JACC	Open access	https://www.jacc.org/
JACC: Clinical Electrophysiology	Open access	https://www.jacc.org/journal/electrophysiology
JAMA - Journal of the American Medical Association	Free online access after 12 months, free online access to institutions in developing countries	https://jamanetwork.com/journals/jamacardiology
Nature	Open access, immediate gold open access options for all primary research	https://www.nature.com/
European Journal of Cardiovascular Nursing	Open Access	https://academic.oup.com/eurjcn

Table 7. List of Scientific Journals

N°	Date	PID	Type of publication	Link to publication	Title of Publication	Authors	Journal
1	01/12/2023	10.3389/fgene.2024.1392061	Article in Journal	https://pubmed.ncbi.nlm.nih.gov/39286457/	Evidence of survival bias in the association between APOE-ε4 and age at ischemic stroke onset	Joanna von Berg; Joanna von Berg; Patrick F. McArdle; Paavo Häppölä; Jeffrey Haessler; Charles Kooperberg; Robin Lemmens; Robin Lemmens; Alessandro Pezzini; Alessandro Pezzini; Vincent Thijs; Vincent Thijs; Vincent Thijs; Sara L. Pulit; Steven J. Kittner; Steven J. Kittner; Braxton D. Mitchell; Braxton D. Mitchell; Jeroen de Ridder; Jeroen de Ridder; Sander W. van der Laan; Sander W. van der Laan	Frontiers in Genetics
2	01/01/2024	https://doi.org/10.5334/dsj-2024-042	Article in Journal	https://account.datascience.codata.org/index.php/up-j-dsj/article/view/1729	Decentralised Semantics: A Semantic Engine User Perspective	Carly M. Huitema; Paul Knowles; Philippe Page; A. Michelle Edwards	Data Science Journal
3	01/05/2024	https://doi.org/10.1007/s11883-024-01196-5	Article in Journal	https://dspace.library.uu.nl/handle/1874/455278	The Effects of FABP4 on Cardiovascular Disease in the Aging Population	van der Ark-Vonk, Ellen M.; Puijk, Mike V.; Pasterkamp, Gerard; van der Laan, Sander W.	Current Atherosclerosis Reports

4	01/10/2024	10.1016/j.atherosclerosis.2024.118554	Article in Journal	https://www.atherosclerosis-journal.com/article/S0021-9150(24)01126-2/fulltext	Tobacco smoking is associated with sex- and plaque-type specific upregulation of CRLF1 in atherosclerotic lesions	Lan, Tian; Palm, Kaylin C.A.; Hoeben, Luka; Diez Benavente, Ernest; Perry, R. Noah; Civelek, Mete; de Kleijn, Dominique P.V.; den Ruijter, Hester M.; Pasterkamp, Gerard; Mokry, Michal	Atherosclerosi
5	18/11/2024	https://doi.org/10.1093/eurheartj/ehae768	Article in Journal	https://academic.oup.com/eurheartj/article/46/3/308/7903013	Atheroma transcriptomics identifies ARNTL as a smooth muscle cell regulator and with clinical and genetic data improves risk stratification	Sampath Narayanan; Sofija Vuckovic; Otto Bergman; Robert Wirka; Jose Verdezoto Mosquera; Qiao Sen Chen; Damiano Baldassarre; Elena Tremoli; Fabrizio Veglia; Mariette Lengquist; Redouane Aherrahrou; Anton Razuvaev; Bruna Gigante; Hanna M Björck; Clint L Miller; Thomas Quertermous; Ulf Hedin; Ljubica Matic	European Heart Journal
6	14/12/2024	10.1093/ehjqcco/qcae109	Article in Journal	https://pubmed.ncbi.nlm.nih.gov/39674807/	Diagnosis and management of dilated cardiomyopathy: a systematic review of clinical practice guidelines and	Anna Sorella; Kristian Galanti; Lorena Iezzi; Sabina Gallina; Selma F Mohammed; Neha Sekhri; Mohammed Majid Akhtar; Sanjay K Prasad; Choudhary Anwar Ahmed	European Heart Journal - Quality of Care and Clinical Outcomes

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7	21/02/2025	https://doi.org/10.1007/s00194-025-00747-7	Article in Journal	https://link.springer.com/article/10.1007/s00194-025-00747-7	Maschinelles Lernen zur Identifikation pathologischer Myokardregionen: ein innovativer Ansatz für die digitale Pathologie	E. Corvest; R. S. Mayer; C. Kocuk; V. Wilmes; S. Gretser; E. Gradhand; P. J. Wild; M. A. Verhoff; N. Flinner; S. Kauferstein	Rechtsmedizin
8	12/05/2025	https://doi.org/10.1093/cvr/cvaf077	Other	https://academic.oup.com/cardiovascres/article/121/8/1187/8128982	Proteomic profiling reveals a higher presence of glycolytic enzymes in human atherosclerotic lesions with unfavourable histological characteristics	Kaylin C A Palm, Xiaoke Yin, Ferheen Baig, Konstantinos Theofilatos, Sander W van der Laan, Gert J de Borst, Dominique P V de Kleijn, Johann Wojta, Stefan Stojkovic, Manuel Mayr, Hester M den Ruijter, Gerard Pasterkamp, Ernest Diez Benavente, Michal Mokry	Cardiovascular Research
9	01/06/2025	https://doi.org/10.1161/CIRCGEN.124.004624	Other	https://www.ahajournals.org/doi/10.1161/CIRCGEN.124.004624	Data Interoperability and Harmonization in Cardiovascular Genomic and Precision Medicine	C. Anwar A. Chahal, Fares Alahdab, Babken Asatryan, Daniel Addison, Nay Aung, Mina K. Chung, Spiros Denaxas, Jessilyn Dunn, Jennifer L. Hall, Nathalie Pamir, David J. Slotwiner, Jose D. Vargas and	Circulation: Genomic and Precision Medicine

						Antonis A. Armoundas	
10	01/07/2025	https://doi.org/10.1007/s00395-025-01105-0	Article in journal	https://link.springer.com/article/10.1007/s00395-025-01105-0	A macrophage gene-regulatory network linked to clinical severity of coronary artery disease	Lijiang Ma; Jacqueline E. Tamis-Holland; Giuseppe Mocci; Kathryn Wolhuter; Nicole S. Bryce; Swathy Sajja; Letizia Amadori; Payal Pradhan; Peik Sean Chong; Katyayani Sukhavasi; Haoxiang Cheng; Ling Li; Shichao Pang; Eric E. Schadt; Heribert Schunkert; Moritz von Scheidt; Arno Ruusalepp; Pedro R. Moreno; Ke Hao; Chiara Giannarelli; Clint L. Miller; Jason C. Kovacic; Johan L. M. Björkegren	Basic Research in Cardiology
11	21/07/2025	10.1038/s41591-025-03827-z	Article in Journal	https://www.repository.cam.ac.uk/handle/1810/389554	Polygenic prediction of body mass index and obesity through the life course and across ancestries	Smit, R. A. J., Wade, K. H., Hui, Q., Arias, J. D., Yin, X., Christiansen, M. R., Yengo, L., Preuss, M. H., Nakabuye, M., Rocheleau, G., Graham, S. E., Buchanan, V. L., Chittoor, G., Graff, M., Guindo-Martínez, M., Lu, Y., Marouli, E., Sakaue, S., Spracklen, C. N., et al. (2025)	Nature Medicine

12	12/08/2025	10.3389/fpubh.2025.1561328	Article in Journal	https://www.frontiersin.org/journals/public-health/articles/10.3389/fpubh.2025.1561328/full	Scanning the horizon of personalized prevention research: an overview of ongoing European funded initiatives	Alessandra Maio; Sara Farina; Tommaso Osti; Salvatore Di Grande; Roberta Pastorino; Stefania Boccia	Frontiers in Public Health

Table 8. List of NextGen Scientific Publications

6.7 Press Releases

To maintain the project's visibility among industry stakeholders, public organisations, policymakers, and the wider community, NextGen has published two press releases so far - one at the start of the project and a second marking the project's halfway point. We aim to publish two additional press releases. Partners are encouraged to adapt these releases to their specific target audiences and disseminate them at local, national, and international levels.

Press releases are published on the project website and shared via social media channels to communicate significant updates, including project launches, congress activities, and other notable events.

Heart patients set to receive treatment tailored to their genetic and health information

12 Feb 2024

Topic(s): *Artificial Intelligence; Cardiovascular Disease in Primary Care; Genetics, Epigenetics, ncRNA;*

Topics: Cardiovascular disease, genetics, artificial intelligence

Sophia Antipolis, 12 February 2024: An innovative project using artificial intelligence (AI) to personalise therapies for patients with cardiovascular disease has kicked off at a meeting in Utrecht, the Netherlands.

The NextGen project has received €7.6 million from the EU's Horizon Europe programme, a €3.1 million grant by the Swiss State Secretariat for Education, Research and Innovation (SERI), as well as the UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee. NextGen will be delivered by a 21-member consortium, including the European Society of Cardiology (ESC).[1]

Cardiovascular diseases (CVDs) are the leading cause of death globally, accounting for nearly 18 million fatalities every year.[2] In the EU, CVDs are responsible for approximately one in three deaths.[3] CVD comes with a high price, and is estimated to cost the EU €282 billion annually, equivalent to 2% of Europe's GDP.[4] CVD also takes its toll on individuals, often leading to disability, absence from work, premature retirement, and absenteeism.

Personalised medicine, whereby prevention and treatment of disease is tailored to an individual's unique genetic make-up and health information, holds promise for shifting the dial on the burden of CVD. Now is the time to harness the potential of individualised treatment. Genetic information is more readily available than ever before as the cost of laboratory analysis continues to fall, and cutting edge AI techniques make it possible to combine vast amounts of data in record time.

NextGen will capitalise on these trends by bringing together clinical research organisations, universities, small and medium-sized enterprises (SMEs), and professional associations to integrate multiple sources of data on individual people. This work is complex due to data privacy and governance requirements, the presence of multiple standards across Europe, varying formats of data, and the sheer volume of information.

The first step will be to map out the initiatives already underway to ensure that the project is truly ground-breaking and meets an unmet need. Consortium members will then develop novel tools to merge different types of data in a secure way that upholds individual privacy and allows the information to be used in research. The effectiveness of the methods for removing current barriers to data integration in CVD will be demonstrated in real-world pilot studies.

The work will complement the 1+ Million Genomes initiative, which aims to enable secure access to genomics and clinical data across Europe, and the European Health Data Space, a European Commission governance framework for the safe and secure exchange, use and reuse of health data.

Consortium member Professor Panos Deloukas of Queen Mary University of London, UK, said: "This is a tremendous opportunity and a challenge we have in building the right toolbox that will allow [us] to unite CVD patient data across Europe and implement precision medicine to improve cardiovascular healthcare."

Project coordinator Professor Pim van der Harst of University Medical Center Utrecht, the Netherlands, said: "No two people are exactly the same, and so it makes sense that each person needs a slightly different strategy to optimise their health. Personalised medicine is therefore the way forward for preventing heart disease, speeding up diagnosis, and monitoring and treating people with CVD. To develop individualised therapies, we need to compile as much information as possible about individuals, and that's where NextGen comes in. The unique picture we generate will then form the basis for improving cardiovascular health and wellbeing."

ENDS

Figure 21. NextGen Press Release

6.8 Congresses, Events and Webinars

Throughout the project's lifetime, consortium partners have been highly active in major international conferences and symposia, frequently contributing as keynote speakers and session chairs to disseminate project findings and strengthen engagement with clinicians, healthcare providers, and policymakers.

Key external events and project presentations include:

- Project-specific events: Working Groups, Postdoctoral meetings, joint dissemination and communication events, and other internal gatherings.
- International scientific conferences: European Society of Cardiology (ESC) Annual Congress, as well as Sub-specialty Congresses such as the ESC Council on Cardiovascular Genomics.
- Partners' own events highlighting project outcomes.
- Other external conferences and events relevant to the project's objectives.

To date, the project's ambitions, progress, and findings have been actively presented at 13 international and high-impact events, showcasing NextGen's commitment to broad scientific dissemination and stakeholder engagement.

Date	Ben	Activity	Target	Channel
12/03/2024	HCF	NextGen Presentation at DIA Europe 2024	Specific user communities	Event (physical)
22/04/2024	HCF	Addressing Data Challenges for next-gen Digital Therapeutics Development	Research communities	Event (physical and virtual)
26/06/2024	ESC	Networking meeting	Research communities	Virtual
26/06/2024	UMCU	Networking meeting	Research communities	Virtual
26/06/2024	QMUL	Networking meeting	Research communities	Virtual
02/09/2024	ESC	Booth Activity	Research communities	Event (physical)
02/09/2024	ESC	NextGen ESC TV Connect session	Specific user communities	Video recording with small audience
26/09/2024	KI	Networking meeting	Research communities	Virtual
06-07/03/2025	ESC	ESC Spring Summit	Research communities	Event (physical)
18/03/2025	HCF/HL7	NextGen Presentation at DIA Europe 2025	Specific user communities	Event (physical)
29/08 - 01/09/2025	ESC	ESC TV Connect session at the ESC Congress 2025	Research communities	Event (physical)
24-26/09/2025	HCF/HL7 / HumanColossus	Session at the MyData Global Conference 2025	Research communities	Event (physical)
05-06/12/2025	ESC	Booth activity at the ESC Cardio Genomics Conference 2025	Research communities	Event (physical)

December 2025	QMUL	EACVI certification course/ Training module	Research communities, Cardiologists	Virtual

Table 9. List of Congresses, Events and Conferences

ESC TV Connect Session at the ESC Congress 2025

ESC TV Connect Session at the ESC Congress 2024

Scientific Session at the ESC Congress 2025

Roll-up banner for the Cardio Genomics Council Conference 2025

NextGen at MyData Global Conference 2025

Figure 22. NextGen participation in events, congresses, and sessions

7 Dissemination and Communication Monitoring

7.1 Key Performance Indicators (M1-M24)

A Performance Monitoring Table has been established to monitor the effectiveness of the communication and dissemination tools, channels, and actions. The Key Performance Indicators (KPIs) act as a measurement tool for all dissemination and communication activities within the NextGen project.

The table below presents the targeted and achieved KPIs in the past period (M1-M24) accompanied with some explanation if there was a negative deviation between that targeted figure and the yearly performance. Where the figures do not meet the annual expectations, the consortium's commitments for the next years (M24-M48) complement the explanation

Target audience	Objective	Activity	Channel	Quantified Impact indicators	Target
Scientific community	Inform the scientific community of technical and	Scientific publications	Open access journals	Number of views and citations	5,000+ views, 200+ citations

	scientific project developments				
Clinicians, researchers, and policy makers	Inform the relevant stakeholders of project results	Presentations	Annual scientific meetings/conferences	Number of participants	2,000+participants
Clinicians, healthcare providers	Train stakeholders on how to benefit from NextGen approach	Training and showcasing	Educational sessions at the yearly conferences	Number of participants	200+ participants
Clinicians	Sharing of acquired knowledge stakeholder platform	Software development	Scientific meetings	Number of participants	200+ participants
Clinicians, healthcare providers	Sharing project results and educating healthcare professionals	Continuing medical education	Courses and webinars	Number of participants	500+

Table 10: Dissemination KPIs

Target audience	Objective	Activity	Channel	Quantified Impact indicators	Target
All stakeholders	Social media	Use of the existing ESC social media pages for public engagement	Bi-weekly, or more often if relevant	Number of followers	>20,000 followers
All stakeholders academic and industry professionals	Social media	Creating a Twitter account for the project for public engagement	Bi-weekly or more often if relevant (e.g. dissemination	Number of reactions measured by Twitter analytics	>1000 followers

			question naires)		
All stakeholders	Livestream	Use of the ESC TV during conferences	Yearly	Number of viewers	>15,000 viewers
General public and patients	Website	Building and maintaining a well-structured and up to- date website	Quarterly	Number of pageviews	>500 pageviews per month
Academic and industry professionals	Social media	Creating a LinkedIn group for the project for public engagement	Monthly, or more often if relevant	Number of members	>500 members
Healthcare community, government agencies	Newsletters and press releases	Regular information sharing on the project's findings and what they mean for the healthcare system	Quarterly	Number of subscriptions	>250 subscribers
General public and patients	Digital and printed media with audiovisual content	Creating and distributing novel infographics, podcasts, and pamphlets	Biyearly	Number of views/downloads	>1,000

Table 11: Communication KPIs

7.1.1 Dissemination KPIs Update:

At this stage, the project is progressing according to plan, with only minor deviations. The sessions in which we have participated have reached a large audience, exceeding the targets established in the KPIs, both through in-person attendance and through views of recorded sessions published on the ESC365 platform.

Regarding publications, the targets have been partially achieved. In particular, the number of views of the publications has met or exceeded expectations, while citation counts have not yet reached the projected KPI levels.

Some dissemination activities, such as webinars, are still pending. As a result, the KPI targets for these activities have not yet been fully achieved.

7.1.2 Communication KPIs Update:

The analytics outline a consistent rise in visibility across all channels. Impressions follow an upward trajectory, with clear peaks whenever new content is published. This rhythm shows that the audience reacts immediately to fresh material and maintains a steady level of underlying attention between

posts. All interactions are organic, which signals genuine interest in the project rather than the effect of sponsored circulation. Reactions concentrate around specific publication moments, yet the baseline remains stable, indicating a loyal viewer core that follows updates regularly.

Membership and follower figures reinforce this pattern. The page reaches 335 members and 183 followers, with a large share gained in the last year. Growth unfolds gradually, with phases of accelerated uptake linked to communication activity. This suggests that the project community expands predictably: each release triggers new visibility, which converts into additional followers who remain engaged over time.

Visitor behaviour confirms sustained attention. Page views fluctuate in a lively pattern, with several peaks and a strong rise in early autumn. The absence of long inactive phases shows that the page attracts recurring visits. Traffic from desktop and mobile devices moves in parallel, supporting the conclusion that professionals follow updates both in office and on the move. The highlights summarise nearly 300 views and a healthy number of unique visitors, confirming a solid reach across a broad audience.

The website analytics deepen this picture. Traffic over 2024–2025 grows steadily, with repeated peaks linked to events, releases, or internal dissemination. Geographic distribution displays a global footprint, led by the United States and followed by northern and western Europe. Regional detail points to recurrent engagement from scientific, medical, and data-science hubs, while city-level data reveal distinct clusters of institutional interest.

Device and browser patterns show a professional user base. Desktop usage dominates, supported by Windows, macOS and Linux, while mobile access remains consistent. Visitors focus on documentation, tools, news, and deliverables. These sections gather the highest attention and act as gateways to more technical content. LinkedIn functions as the main external source, reflecting its role as the primary bridge between project updates and external expert communities.

Together, the analytics depict an ecosystem that expands steadily, reacts promptly to new content, and converges on practical outputs. The project maintains an international presence and builds a durable, organically formed audience interested in tools, documentation, and scientific progress.

7.2 Risk and Mitigation Actions

Risks and mitigations for communication activities to supplement those in the GA are provided below.

Target audience	Objective	Activity
Ineffective reach due to poorly targeted content	Moderate	Regularly review and update “personas” to ensure content is well-targeted and relevant.
Low engagement from key stakeholders	Moderate	Increase interactive and multimedia content to boost engagement. Conduct frequent stakeholder outreach

Delays in content production	Moderate	Implement a detailed content calendar and assign dedicated teams to manage production timelines
Miscommunication of scientific data	High	Use simplified visuals and explanations vetted by scientific advisors to ensure accuracy.
Loss of stakeholder trust due to misinformation	Moderate	Ensure all disseminated information is double-checked and transparent.
Insufficient feedback mechanisms	Low	Integrate multiple feedback tools and actively solicit stakeholder input.

Table 12: Risk and Mitigation Actions

During this phase, all pre-defined mitigation measures outlined in the Grant Agreement have been systematically implemented. Most of the previously identified risks remain effectively managed, with one notable challenge emerging: limited engagement on X social media. This prompted a strategic shift to Bluesky to enhance outreach and audience interaction.

Similarly, LinkedIn initially posed difficulties in attracting followers. However, through the consistent production of dynamic content, we have observed a steady month-on-month growth in follower base, thereby strengthening stakeholder engagement and dissemination impact.

Overall, the risks identified in the initial risk assessment remain applicable, and all mitigation strategies continue to be actively applied to ensure accurate communication, maintain stakeholder trust, and optimise the reach and effectiveness of the project's dissemination activities.

8 Conclusions and Next Steps

The updated D&C Plan for the NextGen project presents a robust, adaptive, and stakeholder-focused strategy designed to maximize the visibility, impact, and sustainability of project outcomes. By aligning D&C objectives with overall project goals and leveraging the strengths of the consortium, the plan ensures that communication efforts are both targeted and inclusive, reaching diverse audiences ranging from the scientific community to the general public.

Throughout the project lifecycle, D&C activities have evolved in response to project milestones and external feedback. Early phases concentrated on building awareness and establishing a strong project identity, while subsequent phases emphasized continuous engagement, scientific dissemination, and the production of accessible, high-quality content. The current and final phase prioritizes broader stakeholder engagement and the long-term sustainability of project outputs.

Key elements contributing to the plan's effectiveness include:

- Tailored communication channels and messages for each stakeholder group.

- Development of engaging and accessible materials, including videos, infographics, webinars, and podcasts.
- Strategic use of digital platforms and social media to amplify reach and foster community engagement.
- Ongoing monitoring and evaluation through clearly defined Key Performance Indicators (KPIs), enabling continuous improvement.

Risks and challenges, such as platform engagement and potential delays in content production, have been proactively addressed through adaptive strategies and collaborative efforts across the consortium. The plan further emphasizes synergies with external initiatives and the integration of stakeholder feedback to refine communication approaches.

The achievements of the communications and dissemination function stem from a deliberate and steady engagement of every team. The WP8 team maintains a horizontal presence across activities, joining meetings, tracking progress, and speaking directly with researchers in each work package. Their approach anchors communication in the daily work of the consortium rather than treating it as an external layer. This constant proximity encourages researchers to share materials, news, and insights, creating a flow of information that feeds all channels.

The effectiveness of the function rests on this structure. Communication grows from inside the project rather than being imposed from outside. Researchers feel involved, their work is represented accurately, and dissemination reflects the actual scientific and technical activity of the project. The WP8 team supports this by interpreting inputs, shaping messages, and linking individual updates to wider narratives.

This model has generated intense internal cooperation. Teams align their outputs with communication needs, provide early signals about forthcoming results, and coordinate on content. The shared effort strengthens the visibility of the project and builds a consistent identity across platforms.

In short, the updated D&C Plan provides a clear roadmap for the effective dissemination and communication of NextGen's final phase and results. Through meticulous planning, strategic execution, and continuous adaptation, the consortium is well-positioned to ensure that the project's innovations are recognized, adopted, and further developed by the wider community, ultimately contributing to advancements in personalized cardiovascular medicine and public health.