

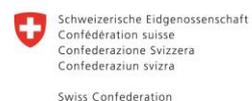
NextGen

Deliverable 8.1 Dissemination and Communication Plan

Grant Agreement Number: 101136962



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Federal Department of Economic Affairs, Education and Research EAER State Secretariat for Education, Research and Innovation SERI

Next Generation Tools for Genome-Centric Multimodal Data Integration in Personalised Cardiovascular Medicine

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D8.1 – Dissemination and Communication Plan

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The NextGen consortium consists of the following partners:

No	PARTNER ORGANISATION NAME	ABBREVIATION	COUNTRY
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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	USA
8	KLINIKUM RECHTS DER ISAR DER TECHNISCHEN UNIVERSITAT MUNCHEN	TUM-Med	DE
9	HL7 INTERNATIONAL FONDATION	HL7	BE
10	MYDTA GLOBAL RY	MYDTA	FI

11	DATAPOWER SRL	DPOW	IT
12	SOCIETE EUROPEENNE DE CARDIOLOGIE	ESC	FR
13	WELLSPAN HEALTH	WSPAN	USA
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
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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
Q&A	Question and Answer
SCDY	Sudden Cardiac Death in Young
SEO	Search Engine Optimisation
WP	Work Package

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1 Introduction

This document constitutes the 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). The deliverable outlines the objectives, activities, and resources (i.e., communication tools and channels) needed to ensure that the project's development and results are effectively communicated to all relevant stakeholders.

Additionally, the D&C Plan is designed to ensure that the project's results are disseminated in a timely manner, in suitable forms, and in the most adequate networks to reach identified main stakeholders, to maximise their impact and benefit for society. This includes identifying appropriate communication channels for different target audiences; developing effective messages for each audience; designing appropriate materials (e.g., brochures or videos); organising and participating in events (e.g., workshops or conferences); engaging with media outlets; monitoring progress against targets; evaluating outcomes against objectives; and ensuring that all stakeholders are kept informed throughout the process. In addition to providing an overview of planned activities for D&C purposes, this document will also outline how these activities can be monitored and evaluated over time. This includes setting up systems for tracking progress against targets (e.g., number of publications or media coverage), assessing outcomes against objectives (e.g., impact on policy or public opinion), measuring effectiveness (e.g., number of downloads or views).

In particular, the main outcomes of this D&C Plan will be the creation/organisation of:

- NextGen website
- Social media channels
- Scientific session during ESC Congresses
- Promotion during ESC events
- Press releases
- Newsletters
- Educational webinars and podcasts
- Project video

This document is structured as follows: the next chapter provides a comprehensive overview of the WP8 Dissemination & Communication down into its objectives, monitoring mechanisms and indicators, the roles, and responsibilities of NextGen consortium partners, the NextGen stakeholders, the activities planned for each target audience, as well as internal communication implemented to foster the work. The third chapter offers an overview of the branding developed for NextGen. The fourth chapter presents the channels and tools for D&C. Subsequently, the fifth chapter transforms all the above into a (preliminary) roadmap within a one-year time perspective that includes the output of a risk analysis. Finally, the conclusions recapitulate the Plan.

2 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.

2.1 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).

2.2 Task 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 (*Table 1*).

Table 1: Tasks and deliverables' Overview

Task/Deliverable	Title	Partner
D8.1	Dissemination and Communication Plan	ESC
D8.2	Project Website	DPOW
D8.3	Updated Dissemination and Communication Plan	ESC
T8.1	Dissemination, communication & exploitation plan	ESC
T8.2	Communication strategy and approach	DPOW
T8.3	Dissemination activities	ESC

DPOW will primarily focus on communication activities and the development of NextGen branding materials, including the website, social media channels, and templates for communication materials featuring the project's logo.

ESC will primarily serve as dissemination partners, representing the project consortium at various external events. ESC's annual conference, which attracts over 30,000 participants, will showcase NextGen presentations in the format of scientific sessions.

Additionally, all partners will contribute to the creation of content as well as its dissemination amongst divers stakeholders. Consortium members will conduct/reshare D&C activities within their extensive networks mainly comprising national and international healthcare organisations, higher education institutes, and patient groups.

Project updates will also be disseminated by ESC to partners periodically to ensure the comprehensive collection and sharing of relevant information. Project partners will play an active role in supporting on the D&C contents creation, in particular the drafting of press releases and the organising educational webinars and podcasts.

2.3 Internal Communication channels

A significant aspect of the D&C strategy focuses on enhancing cooperation and alignment among consortium partners. To achieve this goal, various activities, such as both online and face-to-face meetings, will be organised along the project lifetime. These efforts aim to strengthen internal partnerships within the project.

Additionally, a specific Google Drive folder was established in the first month of the project to streamline document sharing, while a Slack channel has been activated to facilitate direct communication among partners in almost real-time.

2.4 Stakeholders

The D&C strategy outlined in the project is tailored to fulfil the following objectives:

- Inform the citizens of the project existence and activities,
- Inform the scientific community of technical and scientific project developments,
- Inform the relevant stakeholders of project results,

- Train stakeholders on how to benefit from NextGen approach,
- Sharing of acquired knowledge stakeholder platform,
- Sharing project results and educating healthcare professionals.

The consortium identified key stakeholders and target groups who will benefit from the project's results. Thus, the project aims to engage the following stakeholders:

- Scientific community,
- Healthcare providers: cardiologists and other medical specialists, whether in hospital settings or private practice,
- Clinicians,
- Health government agencies,
- Regulatory bodies and policymakers,
- Academic professionals,
- Industry professionals,
- The general public and patients

In particular, specific objectives and activities have been defined for the following target audience (*Table 2*), while *Annex A* outlines a preliminary persona strategy for the project.

Table 2: Target audience

DISSEMINATION		
Target audience	Objective	Activity
Scientific Community	Inform the scientific community of technical and scientific project developments	Scientific publications
Clinicians, researchers, and policy makers	Inform the relevant stakeholders of project results	Presentations
Clinicians, healthcare providers	Train stakeholders on how to benefit from NextGen approach, sharing project results and educating healthcare professionals	Training and showcasing, Continual medical education
Clinicians	Sharing of acquired knowledge stakeholder platform	Software development

COMMUNICATION		
Target audience	Channel	Activity
All stakeholders	Social media, Livestream	Use of the existing ESC social media pages for public engagement, Use of the ESC TV during conferences
All stakeholders academic and industry professionals	Social media	Creating a Twitter account for the project for public engagement
General public and patients	Website, Digital and printed media with audio-visual content	Building and maintaining a well-structured and up-to-date website, Creating and distributing novel infographics, podcasts, etc
Academic and industry professionals	Social media	Creating a LinkedIn group for the project for public engagement
Healthcare community, government agencies	Press releases	Regular information sharing on the project's findings and what they mean for the healthcare system

2.5 Dissemination & Communication funnel

The NextGen communication funnel depicted below is used to show how the communication process will start targeting a broader audience, also considering the need to diffuse awareness and knowledge of personalised medicine, their existence, and general benefits, moving on to more specialised, and therefore restricted audiences, with specialised information needs. At the beginning there is the wide target audience receiving a message and the funnel goes down to the operations of customers or advocate retention. The funnel begins with the broadest audience at the top and narrows down as it progresses through each stage.

The purpose at the top of the funnel is to create awareness on NextGen and why people should be interested in it. Once awareness has been created, we will move on to consideration where potential customers are identified and targeted with more detailed information about NextGen’s features and benefits.

The funnel also includes more specialised groups and audiences, focusing on the different aspects of technical design, integration, regulation, and governance.

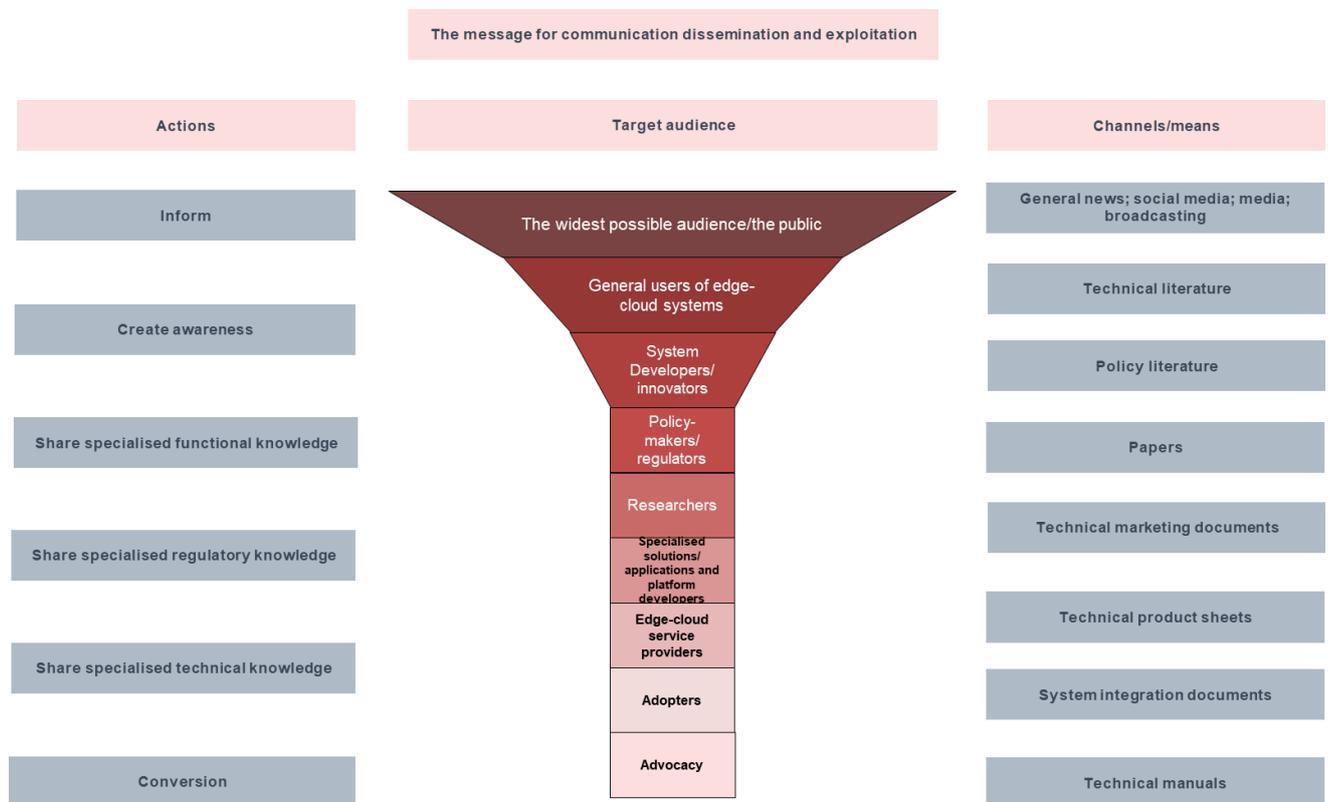


Figure 1: NextGen Communication funnel

2.5.1 EU Requirements

The consortium partners commit to adhere to the European Commission (EC) dissemination guidelines and will incorporate the following elements into all dissemination outputs:

- The EU emblem/logo
- The statement: “This project has received funding from the European Union’s Horizon Europe research and innovation program under grant agreement No 101136962.”

Furthermore, a disclaimer will be included, indicating that: “Any communication or publication related to the action, whether produced collectively by the beneficiaries or individually in any format and through any medium, represents solely the views of the author, and the Commission bears no responsibility for any use that may be made of the information contained therein.”.

2.5.2 Production of contents

The content creation strategy is focused on engaging a broad audience effectively through tailored messages aligned with the project's goals. Various forms of media will be employed, including articles, videos, and social media posts. Content aims to spark interest and convey messages that resonate with each persona's needs (*Annex A*). The production strategy includes the development of promotional materials that help translate complex scientific results into engaging, understandable formats.

A significant effort will be placed on ensuring the content is accessible and relatable to the target audience, enhancing the reach and impact of the project. The content will serve to build a common understanding among stakeholders about the project's objectives and benefits. Interactive elements will be incorporated to encourage engagement from the audience, such as webinars and live Q&A sessions. Success of content dissemination will be measured through various KPIs, including web traffic, engagement metrics, and feedback from stakeholders. The production process involves collaboration among project partners to leverage diverse expertise and insights. Regular updates and iterative improvements to content will be made based on stakeholder feedback and engagement results.

2.5.3 Synergies with other initiatives and projects

The Dissemination and Communication partners are proactively seeking synergies with various entities, including ongoing EU-funded research initiatives, patient associations, other medical societies, national projects, and more. This collaborative approach enables the partnership to effectively engage a wider audience.

To facilitate the swift implementation and broader utilisation of the knowledge generated in this project, all partners will collaborate with external parties beyond the consortium. These collaborators encompass medical educators, developers of medical and clinical software, and international patient organisations within Europe and globally.

Once the NextGen will be more clearly specified in terms of technological solutions, it is expected not long after the definition in the workshop consolidating the blueprint, the final map of related initiatives will be defined, the initiatives characterised (in terms of advance, results, and impacts) and the lines of connection will be elaborated.

Table 3: Potential synergies with projects funded under Horizon Europe calls

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; AI4FH : 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 anonymisation techniques, and synthetic data generation	Federated computation: SYNTHEMA (haematology); SECURED (cancer).	As above, noting cardiovascular focus.
Technologies and solutions for data trading... and interoperability	Non-healthcare specific projects demonstrating federated dataspace and interoperability frameworks.	Data authenticity validation; healthcare-driven governance tools and frameworks.

3 NextGen branding

3.1 Graphic elements

NextGen’s colour palette has been carefully selected to embody the fusion of innovation and reliability, essential qualities for a pioneering initiative in personalized cardiovascular medicine. The primary colours include a distinctive shade of dark plum (#362539) and a vibrant coral (#df6a4e). The dark plum provides a deep, sophisticated backdrop that conveys professionalism and depth, representing the project's commitment to robust, scientific inquiry. In contrast, the vibrant coral stands out with its energy and modernity, symbolizing the innovative and dynamic nature of NextGen’s approach to health technology. This colour not only attracts attention but also promotes a positive, engaging image that resonates with the project's cutting-edge research and development goals. Together, these colours create a visual identity that is both striking and substantive, ideally suited for communicating the project’s core themes of advanced genomic research and personalized medicine. Accompanying these are neutral tones of white and black, which provide balance and versatility to the palette, ensuring that all communications are clear and effective across various media.

The selected typographic font, Inter, is a Google font inspired by the industrial era and grotesque typefaces. Characterized by geometric shapes and the absence of serifs, it presents a clean and contemporary aesthetic. Its exceptional readability and adaptability make Inter an ideal choice for articulating the avant-garde concepts central to our project.

The typographic font selected for the NextGen is 'Inter,' a Google font. Inspired by the industrial era and grotesque typefaces, inter incorporates geometric shapes and lacks serifs, which contributes to its clean and modern appearance. Its high readability and versatility make it an excellent choice for conveying the avant-garde concept of the project. This typeface effectively supports the visual communication of NextGen's innovative approach to integrating multimodal data in personalized cardiovascular medicine.

3.2 NextGen logo design

The NextGen is dedicated to developing advanced tools for the integration of genomic-centric multimodal data in personalized cardiovascular medicine. As outlined in *Annex B* (NextGen Visual Identity), the graphic concept behind the NextGen logo artfully merges elements of Genomics and the Heart. This integration is represented by an open, endless loop that evokes the structure of a DNA strand.

The accompanying illustration below provides a visual explanation of the NextGen logo design. In this design, the elements symbolizing the heart and genomics are intertwined in a continuous loop, featuring a gradient of colours that echo the hues of the cover page. This symbolic representation underscores the project's focus on continuous innovation and the cyclical nature of genomic research and heart health.



Figure 2: NextGen logo design concept

3.3 NextGen documents Templates

The use of templates is necessary to standardise certain communication material so as to ensure a consistent outlook and, ultimately, the visual identity of the project. Due to this reason, both physical and digital documents templates are made available to the NextGen consortium. The physical template is available, but all the consortium is strongly encouraged not to print letters but rather use digital forms of communication.

3.3.1 NextGen physical documents templates

A4 printed page whose function could be an official communication that requires a hard copy has been developed for NextGen. This template is the one used in this deliverable.

3.3.2 NextGen digital documents templates

Annex C presents the whole slide deck created by DataPower for NextGen. The cover page of the word document template for deliverables is in Figure 3, while the meeting minutes template (concerning internal communication) is in Figure 4.

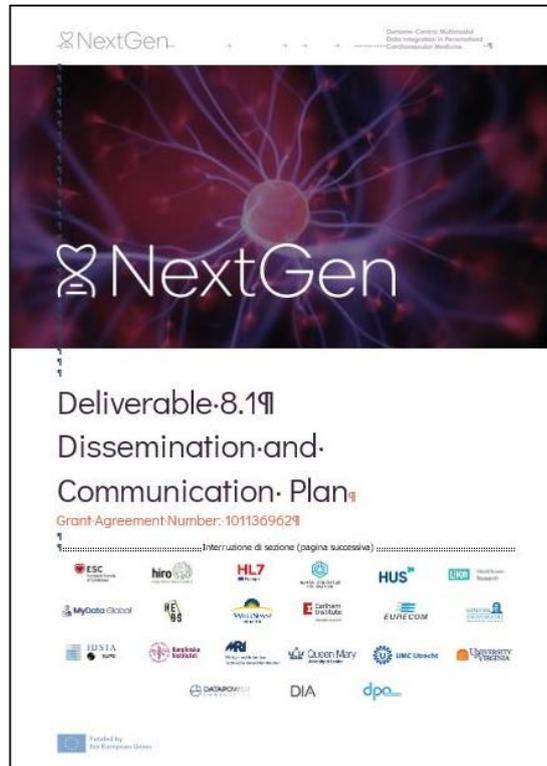


Figure 3: Cover page of the Word document template

MEETING INFORMATION	
Date: YYYY-MM-DD	Time: hh:mm - hh:mm
Location: Location/Online	Organizer of the meeting: Name (organization)
Author: Name (organization)	
Creation Date: YYYY-MM-DD	

PARTICIPANTS	
Name and Surname	Organization

© 2024 Meeting minutes template Page 1 of 1

Figure 4: Template for the meeting minutes

4 Communication and dissemination tools and channels

NextGen consortium has determined the most effective channels for disseminating and exploiting its findings based on the targeted audience presented above. The primary communication channels selected for sharing project-related news and activities include the project website, social media platforms, and press releases.

Table 4 presents an overview of the activities regarding each communication mechanism distributed over the different phases of the project's duration.

Table 4: Communication plan overview

Communication Mechanism	Phase One – Raise awareness	Phase Two – Inform and interact	Phase Three - Promote
Project's website (described in D8.2)	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)
Project's blog	Deploy project's blog; provide blog posts related to project's positioning & technologies	Provide frequent blog posts to initiate discussions on specific issues relevant to the project to receive feedback	Publish frequent blog posts to demonstrate and promote project's results
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, banner, e- Newsletter and promo video	Prepare revised brochure, banner, and frequent releases of e-Newsletter; publish blogs/news in EU instruments (e.g. Cordis News, research EU magazines etc.)	Prepare final brochure, banners, frequent releases of e-Newsletters and video demonstrators; publish blogs/news in EU dissemination instruments

4.1 Social media strategy

The massive dissemination of the NextGen will also take place through programmed management of a social media editorial calendar. NextGen's social media channels are YouTube, LinkedIn, and Twitter. Each of them was chosen to differentiate the message based on the persona, thus implementing a more targeted communication strategy. All project partners who have social media accounts will be encouraged to follow and share to their network the project social media profiles, as well as to tag and mention the NextGen profiles when posting related content.

All the social media icons have been included in the footer of the <https://www.nextgentools.eu/> website. The profile pictures contain the official logo. The covers have a clear reference to the homepage and branding of the <https://www.nextgentools.eu/> website. All social profiles have been customised following the same consistency criterion to make themselves immediately recognisable.

The main objective of NextGen's social media presence is to disseminate, inform and engage people interested in the proposed topics. The social media pages will mainly be used to drive traffic to the website, where in-depth content will be provided in the blog pages.

The idea is that social channels will help pushing people who are not familiar with the project, but work in the relevant sector, to become promoters of the initiative. A method has been designed for the internal planning of social media development over four years of the NextGen. Four social channels have been opened, all (extremely) varied by audience target: Twitter, LinkedIn, and YouTube. Each social network has a different target, so contents will be different in terms of tone and message.

Each official NextGen social channel will be followed up by all the project partners, and each post will be reposted using mentions and hashtags coherent with project aims. For each content, one persona will be taken into consideration. The idea is that the social channels will help pushing people that do not know the project to become future promoters:

- definition of an editorial calendar per project with the following categories: Events (story about the event).
- In-depth dissemination articles on project keywords, Communication results/deliverables (self-referential about the project).
- Official Hashtag: #nextgenprojecteu #horizoneu.
- Thematic areas hashtags: #dataspace #personalizedmedicine #genomicdata #multimodaldata.
- For mention:
- Twitter/X: @NextGenCVD.
- YouTube: @NextGenCVDDataspace.
- LinkedIn: nextgen-cvd-dataspace.

TWITTER/X

NextGen Twitter 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.
- Brief description of the project and insertion of #nextgenprojecteu and #horizoneu.
- Official # of the page: #nextgenprojecteu.
- Link to the official <https://www.nextgentools.eu/> website.



Figure 5: Twitter/X Account

Here below the communication strategy applied to the Twitter social channel at a glance:

- Twitter posts require very concise textual content (280 characters). For this reason, short messages will be drawn up containing essential information: official and thematic hashtags within the text itself, @mentions and links to the project website <https://www.nextgentools.eu/>.
- Each project partner will be encouraged to follow the NextGen account and vice versa. By tagging and retweeting the project Twitter account, it will be possible to improve the project's presence on Twitter and support the dissemination of contents.
- Tweets will include relevant accounts and tags accordingly.

LINKEDIN

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.

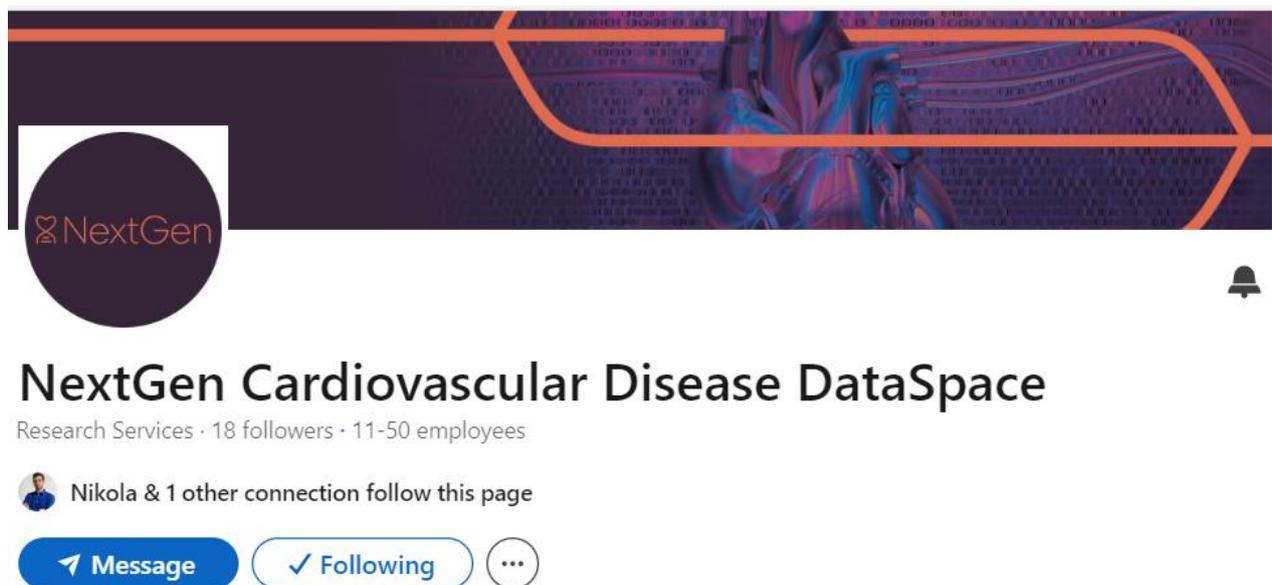


Figure 6: LinkedIn Account

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

- Target: for each social channel, different content will be produced based on the target audience. LinkedIn is a social media based on the dissemination of highly professional content, and, for this reason, the content written will be in line with the social tone. Concise, professional, and detailed style.
- Each post will include specific hashtags relating to issues such as digital public services, user-centred design, and data sovereignty in the European Union. This will allow the audience to receive targeted updates on specific areas of interest.
- Each project partner follows the NextGen LinkedIn page and vice versa. These inner connections allow it to create targeted dissemination, conferring authority and recognition to the project.
- Each project partner will be able to repost the contents of the LinkedIn NextGen page, mentioning the page, inserting the official hashtag #nextgenprojecteu and indicating the official website <https://www.nextgentools.eu/>.
- LinkedIn NextGen profile will mention other institutional pages of the partners involved in the project.

YOUTUBE

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 7: 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.

4.2 Project video

For NextGen, videos hold the potential to walk the stakeholders throughout the varied user journeys developed for the pilot cases and to break down the complexity of a distributed architecture with appealing animations and graphics.

Videos can be used to quickly and effectively explain the concept, features, and benefits of the new technology in an engaging way that is easy to understand.

4.3 Educational webinars & podcasts

In addition to utilising partners’ institutional communication channels and networking tools (websites, social media, press releases, mailing lists, videos, etc.), the consortium will utilise dissemination tools designed to reach targeted audiences through specialised channels such as:

- The organisation of two educational webinars aimed at providing a comprehensive overview of the project’s objectives and results to clinicians and healthcare providers,
- A series of four podcasts linked to the content of the educational webinars.

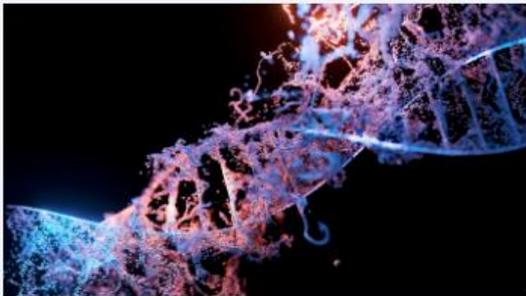
These tools will also constitute key project’s communication and dissemination material to be published on both NextGen website as well as social media channels.

4.4 Newsletters

The template for the newsletter outlook is visible in *Figure 8* and *Figure 9*.

NextGen

Genome-Centric Multimodal Data Integration in Personalised Cardiovascular Medicine



Synergistic tools to enable portable multimodal, multiomic and clinically oriented research in high-impact areas of cardiovascular medicine.

Building a novel and synergistic tools to enable portable multimodal

[MORE INFO](#)

Figure 8: Newsletter (web)

Tools for genome-centric multimodal data integration in personalised cardiovascular medicine



Nextgentools

This email was sent to luca.remotti@data-power.net
You've received this email because you've subscribed to our newsletter.

[Unsubscribe](#)

Figure 9: Newsletter (web, scroll down)

The newsletter serves as a pivotal communication tool for engaging with external stakeholders in the NextGen. It delivers 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.

The structuring of the newsletter is designed to cater to the preferences of our stakeholders, who can opt-in to receive specific types of content at the time of registration. The options include:

- **Publications and Articles:** Focused updates on recent research findings and insights.
- **Summits and Events:** Announcements and highlights from upcoming gatherings relevant to the community.
- **Materials and Videos:** Educational and informative multimedia content.
- **No Preferences:** A general selection of content across all categories.

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.

4.5 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.

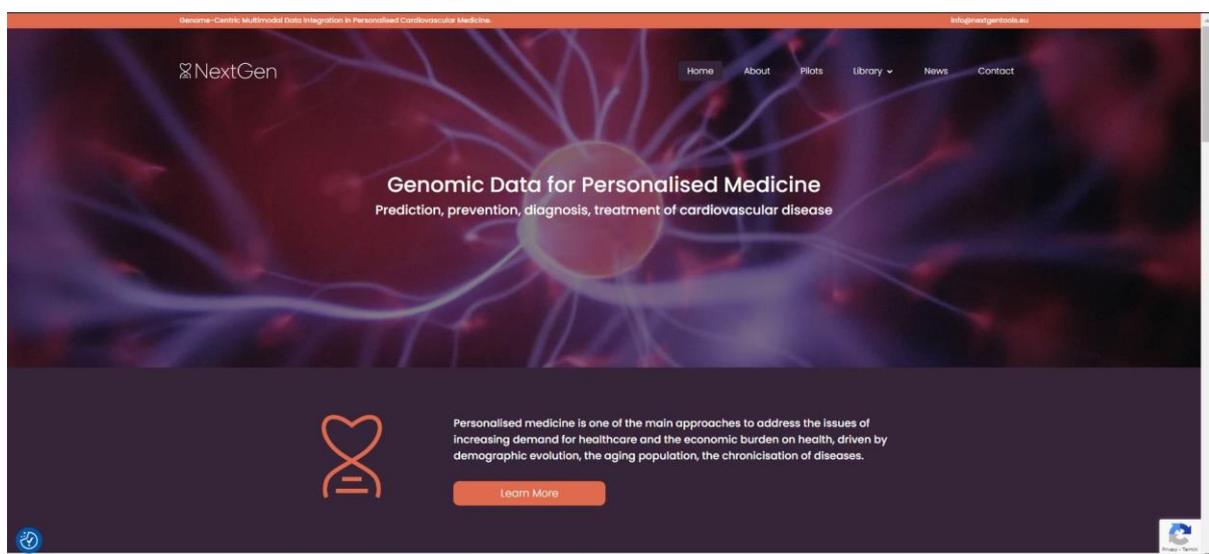


Figure 10: Landing page of the website

4.6 Articles, scientific publications, and policy briefs

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

NextGen consortium will aim to produce between 20 to 50 open-access papers by the end of the project. The papers may be a combination of opinion pieces, systematic reviews, and targeted scientific publications.

For reference, a preliminary list of targeted journals is provided (*Table 5*).

Table 5: List of Journals identified

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

4.7 Press releases

To maintain project visibility among industry stakeholders, public society organisations, policy-making authorities, and the broader community, at least four press releases will be issued during the project lifetime. Partners are encouraged to customise these releases according to their specific target audiences and disseminate them at local, national, and international levels.

Press releases will be periodically published, and accessible on the project website, to communicate significant updates, such as project launches, congress activities, and other notable events.

Table 6: List of events

Type of activity	Main topic	Type of audience	Date	Location	Title
Congress	General cardiology and related diseases. Personalising cardiovascular care	Cardiologists, Clinicians, scientists, healthcare professionals	30/08-02/09/2024	London, UK	ESC Congress 2024
Congress	cardiovascular imaging	Clinicians and scientists	11-13/12/2024	Berlin, Germany	EUroEcho-Imagining 2024

5 Dissemination and communication monitoring

The D&C strategy has been developed and will be constantly monitored by ESC, with support from DPOW and all consortium partners. This collaboration harnesses extensive expertise to promote and disseminate project findings.

5.1 Dissemination and communication timeline

The Dissemination and Communication plan can be described in three different 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.

5.2 Monitoring and Key Performance Indicators

To monitor the implementation of the D&C Plan, several tools have been created and shared with all partners on the Drive folders. ESC will regularly update the tools with the active collaboration of the consortium.

Moreover, KPIs have been set to ensure a certain level of dissemination of the project outcomes (*Table 7*).

Table 7: Dissemination KPIs

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

The following table presents the list of communication KPIs defined in the GA together with the respective measure and target objective.

Table 8: Communication 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 questionnaires)	Number of reactions measured by Twitter analytics	>1000 followers
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

5.3 Risks and mitigating actions

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

Table 9: Risk and Mitigation Actions

Risk	Rating	Mitigation
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.

6 Conclusion

NextGen D&C Plan details the strategies and actions essential for the effective dissemination and communication of the NextGen’s results. By aligning the D&C objectives with those of the overall project, and through the identification of specific performance metrics, we ensure a structured approach to monitoring and achieving these objectives. The D&C Plan recognizes the importance of reaching diverse target audiences through tailored messages, leveraging the roles and strengths of consortium members to facilitate this process.

Furthermore, the D&C activities are designed to maximize the reach and impact of the project’s findings. These activities range from utilizing digital platforms for broad engagement, particularly social media, to more focused efforts aimed at engaging the scientific community. These strategic choices reflect a commitment to both widespread and specialized outreach, ensuring that NextGen’s innovations receive the attention they deserve across various sectors.

We are also dedicated to refining and expanding our D&C strategies as the project progresses. This involves continuous evaluation of our methods and the exploration of new opportunities for outreach and engagement. By doing so, we remain adaptive and responsive to the changing landscape of research and innovation.

Additionally, the D&C Plan outlines the steps for initiating exploratory activities to identify and develop synergies with relevant projects. This not only enhances the project's scope but also fosters collaborative opportunities that may lead to new avenues for exploitation and impact.

Overall, the D&C Plan serves as a comprehensive guide for the NextGen consortium, equipping members with a clear roadmap for sharing the project’s results effectively. Through meticulous planning, strategic execution, and ongoing adaptation, the NextGen aims to significantly contribute to the field and society, ensuring that its outcomes are recognized, utilized, and built upon by the wider community.

7 Annex A - Personas

A persona is a strategic marketing tool used to represent and understand a specific target audience for a product or service. Presenting specific stakeholders representing defined groups of users or interested parties conveys a more precise feeling of who is targeted by the project and what their characteristics are. This conceptual character embodies the interests, needs, and behaviours of a particular group, enabling marketers to forge deeper connections with their audience. Personas facilitate the creation of tailored content that resonates more profoundly with consumers. The utility of personas has expanded beyond traditional marketing and is now integral to product development, where they integrate with agile methodologies and creative thinking to accelerate iteration cycles.

One of the foremost benefits of using personas is the unified reference they provide for team members, ensuring consistency across different phases of a project or process. This common frame of reference allows teams to align various elements of a product's features or a campaign's strategy with the specific characteristics of each persona.

In the context of the NextGen, personas are instrumental in pinpointing key stakeholders potentially interested in the initiative's goals. By developing distinct personas for different stakeholder groups, NextGen can customize its communications and outreach to meet precise needs and preferences. For instance, a persona representing scientists interested in health-related data helps tailor messages that engage this group effectively, based on their specific interests and requirements.

Personas also play a crucial role in disseminating updates about NextGen's research progress or outcomes. Understanding the stakeholder segments most likely to be interested in these updates—such as policymakers or media professionals—allows for the crafting of specialized communications that are more likely to engage these audiences effectively.

Furthermore, during the exploitation phase of a project—where the goal is to convert target audiences into leads, investors, or partners—the strategic use of personas aligns closely with its original marketing purposes. Importantly, the communication and dissemination strategies informed by well-crafted personas can yield critical insights, helping refine these personas further to support the project's long-term exploitation goals.

Overall, personas offer a dynamic and effective means for projects like NextGen to thoroughly understand their target audiences. This understanding enhances communication across all project stages, from initial outreach to the final dissemination of results, ensuring that messages not only reach but truly resonate with those who matter most.

Table 10: Personas

PERSONAS		
Persona 1: Dr. Henri Dubois – Clinician		
	Name	Dr. Henri Dubois
	Age	50 to 60 years old
	Job title	Senior Cardiologist
	Level of education	MD, Specialization in Cardiology
	Social networks	LinkedIn, ResearchGate
	Key message	NextGen's innovative tools tailor cardiovascular care precisely to patient needs, enhancing outcomes through precision medicine
	Persona 2: Anna Larsson - Patient	
	Name	Anna Larsson
	Age	60 to 70 years old
	Job title	Retired School Teacher, Active Community Member
	Level of education	Bachelor's in education
	Social networks	Facebook, Health Forums
	Key message	Learn how NextGen is bringing personalized care to cardiovascular medicine, ensuring treatments are tailored to your unique genetic makeup.
	Persona 3: Emma de Vries – General Public	
	Name	Emma de Vries
	Age	22 to 28 years old
	Job title	Community Outreach Coordinator
	Level of education	Bachelor's in communication
	Social networks	Instagram, Twitter
	Key message	Learn how NextGen contributes to health innovations and what it means for your community's future
	Persona 4: Jamal Richardson – Public or private researchers	
	Name	Jamal Richardson
	Age	35 to 45 years old
	Job title	Postdoctoral Fellow in Genomic Medicine
	Level of education	PhD in Genetics
	Social networks	LinkedIn, ResearchGate, Twitter
	Key message	Dive into the NextGen to leverage advanced tools for integrating multimodal data in your genomic research, enhancing personalized medicine approach
	Persona 5: Sofia Bianchi - Industry professional	
	Name	Sofia Bianchi
	Age	40 to 50 years old
	Job title	Director of R&D, Genomics Technologies
	Level of education	PhD in Molecular Biology
	Social networks	LinkedIn, Twitter, GitHub
	Key message	Engage with NextGen to harness cutting-edge genomic technologies and drive innovation in your company's healthcare solution
	Persona 6: Hans Müller – Policymakers	
	Name	Hans Müller
	Age	55 to 65 years old
	Job title	Health Policy Maker
	Level of education	Master's in public administration
	Social networks	Twitter, LinkedIn
	Key message	Support groundbreaking research with NextGen to transform public health systems through advanced genomic science

8 Annex B – Visual Identity

The visual identity of NextGen is crafted to reflect the innovative nature of the project, which focuses on genome-centric multimodal data integration in personalized cardiovascular medicine. Here's a brief description based on the contents of the document:

Concept and Framework

Open Visual Concept: The identity revolves around an open, endless loop design that symbolizes continuity and the cyclical nature of genomic research intertwined with cardiovascular health. This is visualized through a chain-like graphic that merges the elements of genomics and the heart.

Keywords: The identity is built around core concepts such as personalized medicine, AI data analytics, and integration of best practices. It emphasizes the development of tools that improve trust and facilitate portable multimodal and multiomic research.

Colour Palette

Primary Colours:

Dark Plum (#362539; R=54, G=37, B=57): Conveys depth and sophistication.

Vibrant Coral (#df6a4e; R=223, G=106, B=78): Represents energy and innovation, capturing attention and promoting a positive, dynamic image.

Typography

Harmonia Sans Std: This typeface family is used in various weights (Semi Bold, Black, Bold, Regular), providing versatility and clarity for communication. The choice of a sans serif font like Harmonia Sans underscores the modern and accessible approach of NextGen.

Usage

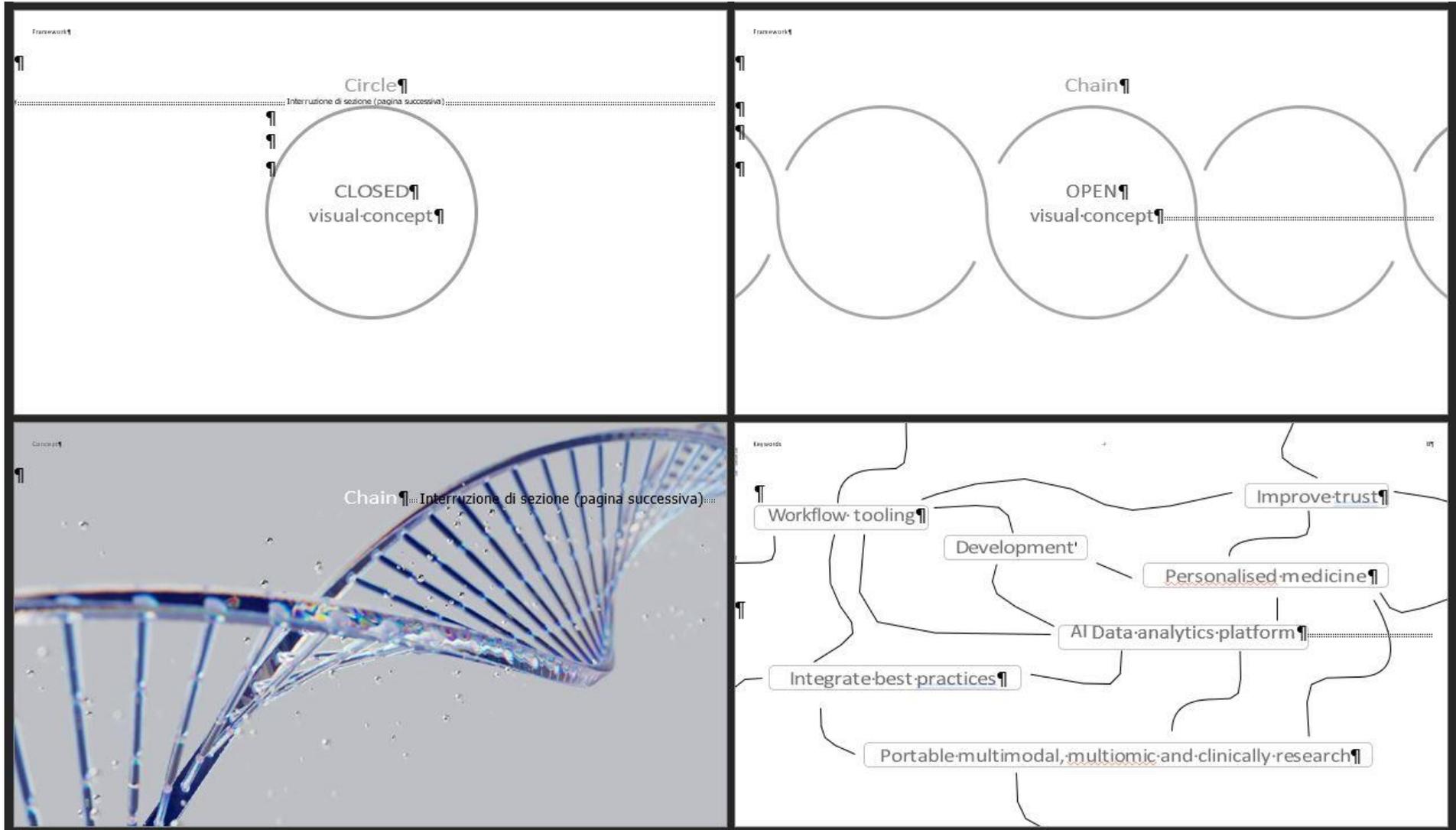
The visual elements are designed to be flexible and adaptable across various platforms and media, supporting the project's dissemination and communication efforts effectively. This includes digital platforms where the visual identity is consistent across the project's website and social media channels.

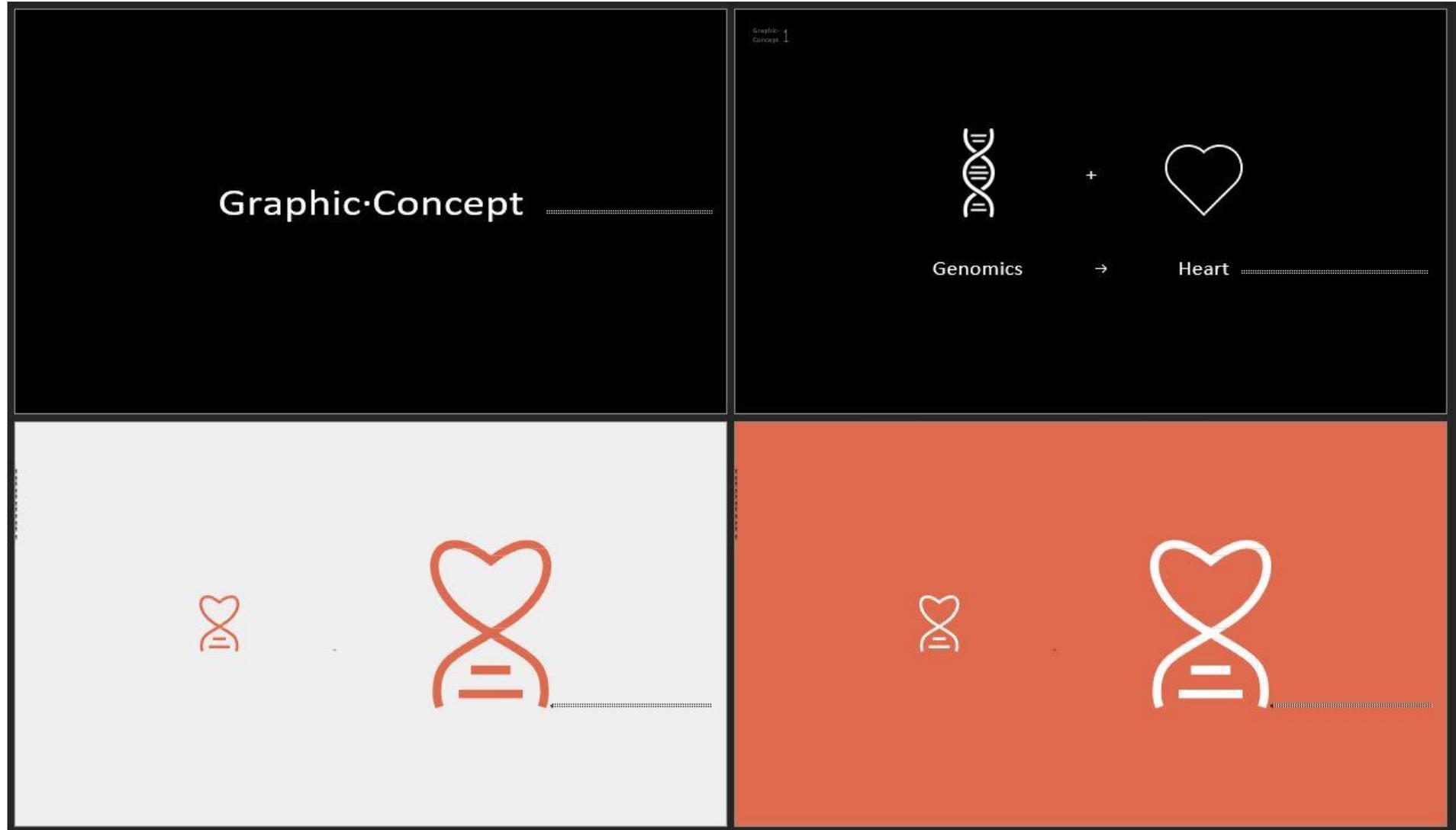
Overall Impression

The visual identity of NextGen aims to make a bold statement about the project's groundbreaking work in the health sciences. It balances professionalism and cutting-edge innovation, making it suitable for engaging a broad audience that includes academic, medical, and industrial stakeholders.

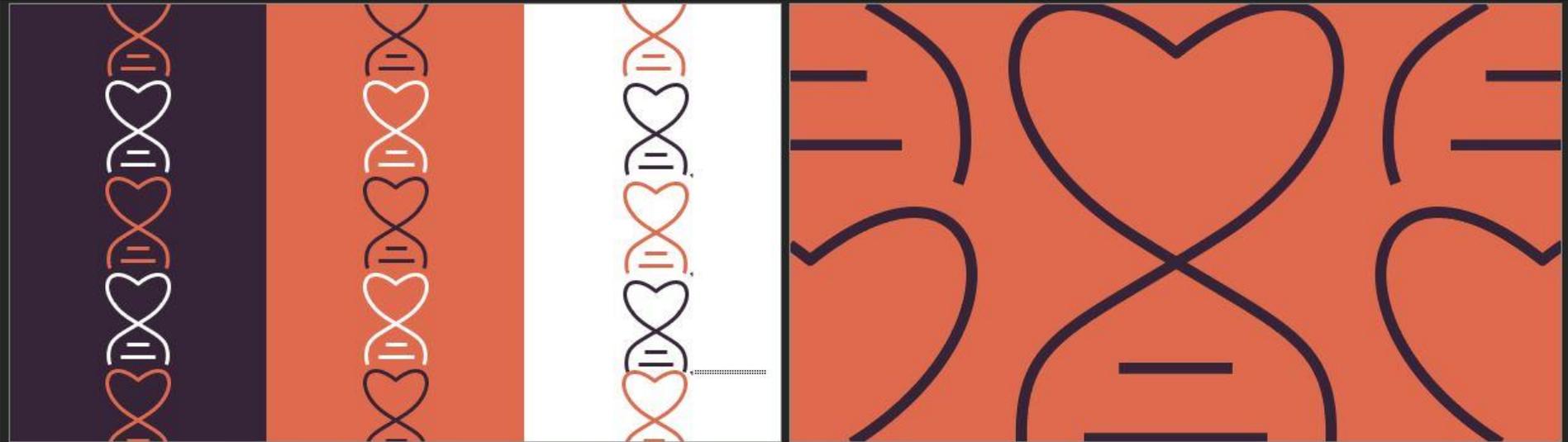
This visual identity not only communicates the essence of the NextGen but also ensures it is perceived as a leader in the integration of advanced technologies in healthcare research.

<p>DataPower</p> <p>Visual identity</p> <h1>NEXTGEN</h1> <p>April 2024</p>	<p>Next-generation</p> <p>Tools for genome-centric multimodal data integration in personalised cardiovascular medicine</p>
<p>Previous scenarios</p> <p>MultiOmic OWKIN eko KELITIS Valo</p> <p>Hexagon Bio virta ULTROMICS carrumhealth</p>	<p>Previous scenarios</p> <p>[Simplified icons of logos]</p>





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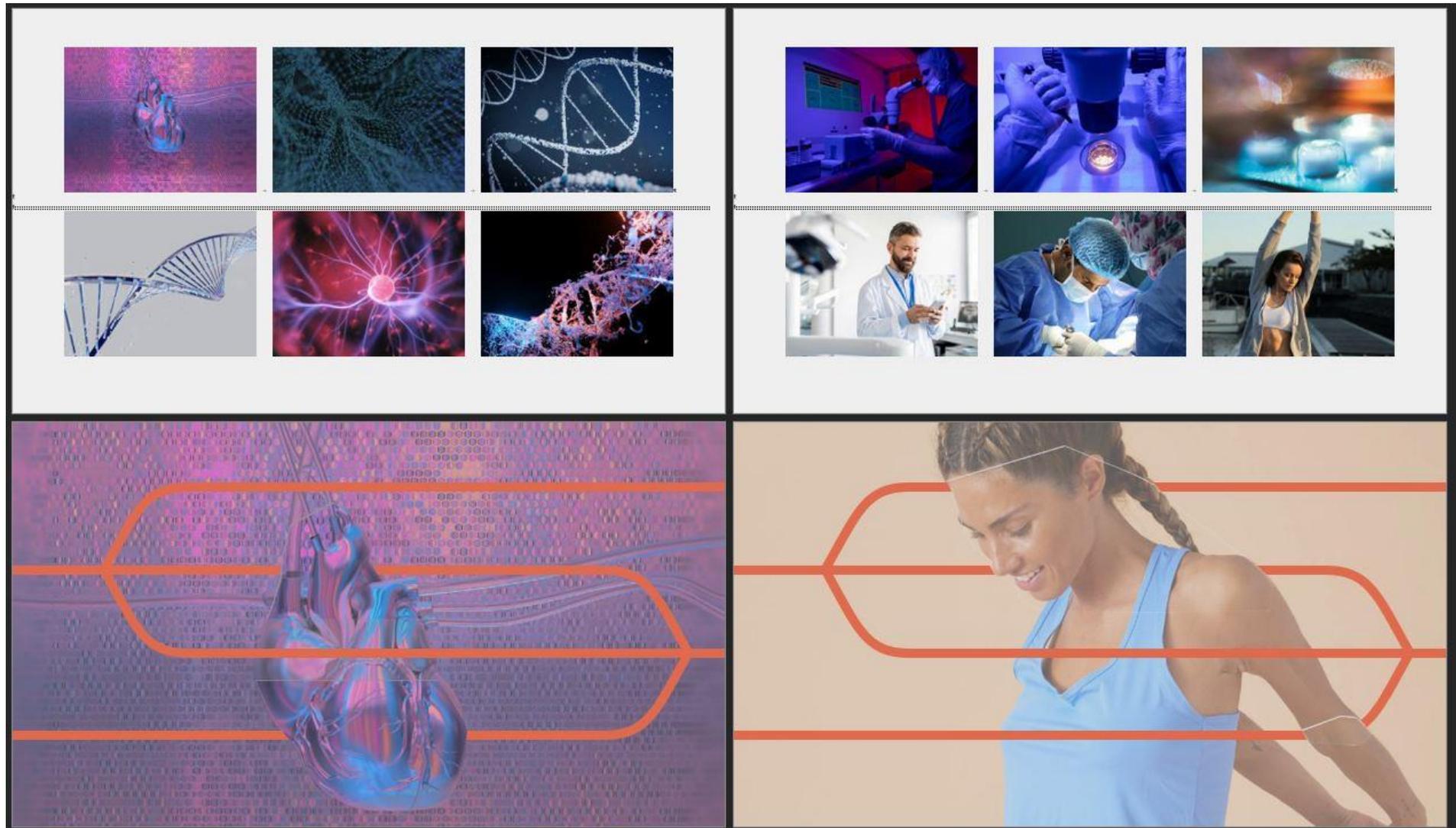


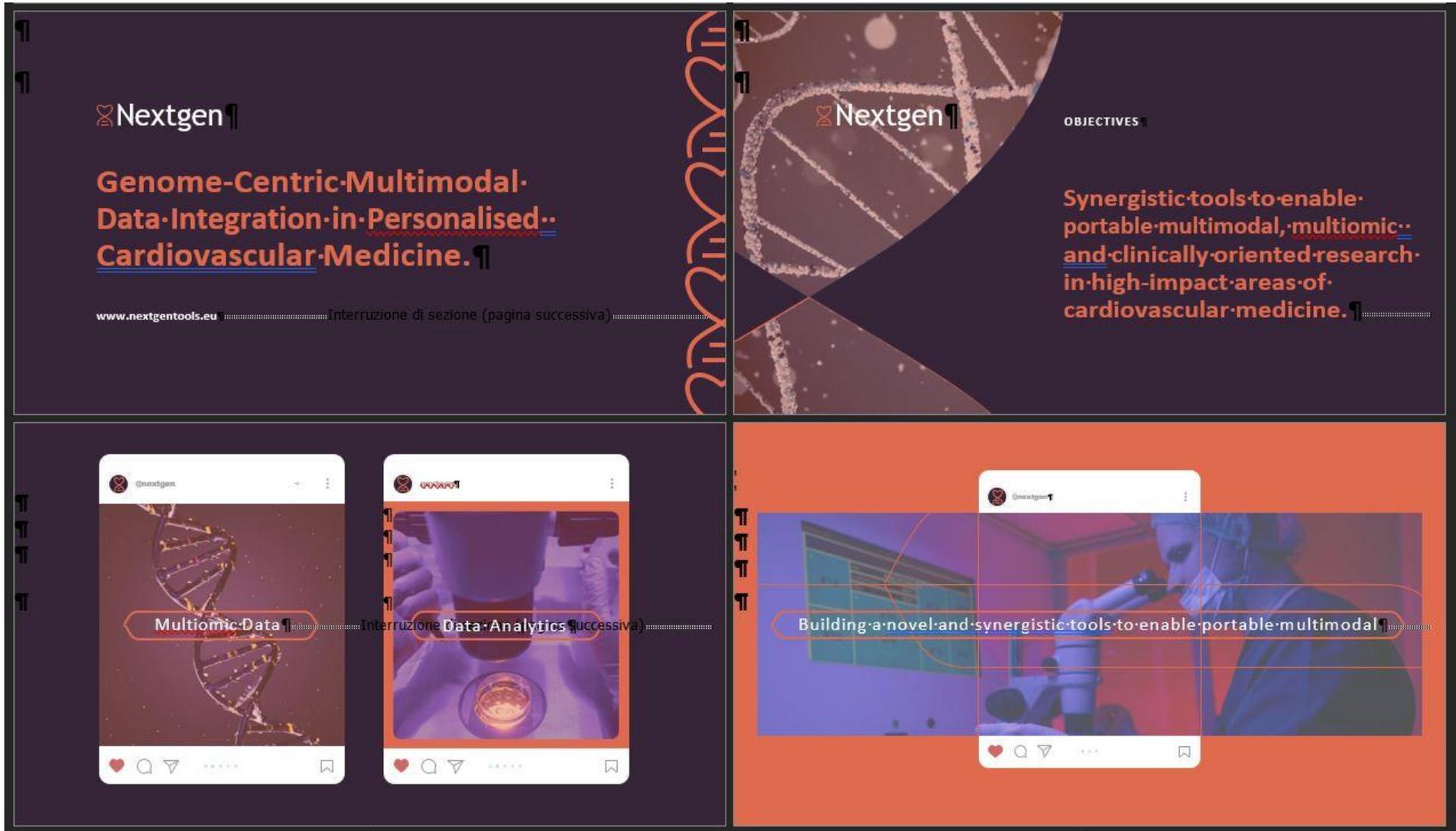
Data·Analytics ¶

Open-source·Software ¶

Multimodal·Tools ¶





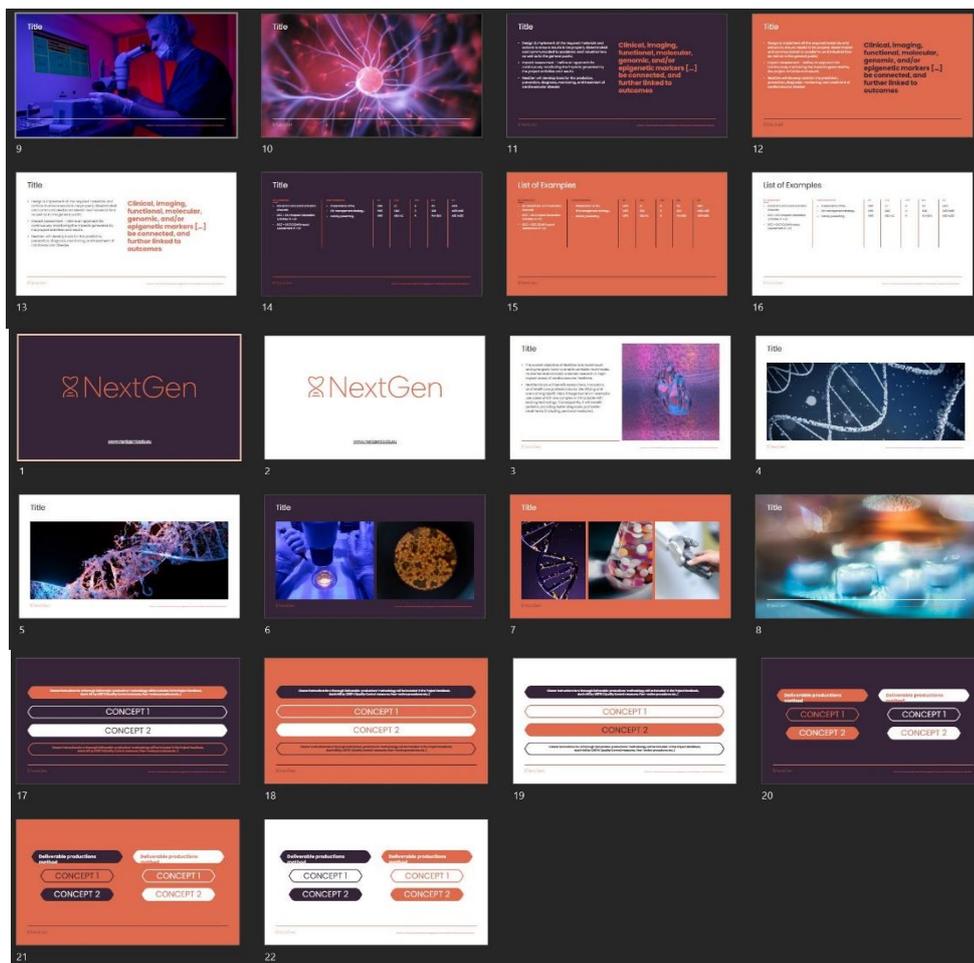




9 Annex C – Slide Deck

The NextGen slide deck is a comprehensive presentation tool designed to effectively communicate the project's objectives, developments, and innovations in the field of personalized cardiovascular medicine through genomic-centric multimodal data integration. Here's a brief overview of the contents of the slide deck:

- **Introduction to NextGen:** The deck begins with an introduction to the NextGen, outlining its primary objectives and the significance of its research in advancing personalized medicine.
- **Project Objectives and Scope:** It details the overall goals of building novel tools for portable multimodal, multiomic, and clinically oriented research in high-impact areas of cardiovascular medicine.
- **Benefits to Stakeholders:** The slides highlight how NextGen tools will benefit various stakeholders including researchers, healthcare professionals, and patients by overcoming existing barriers in health data linkage.
- **Design and Implementation Plans:** It includes information on the strategies for disseminating results to both academic and industrial fora, as well as to the general public.
- **Impact Assessment:** The slide deck describes the methodology for continuously monitoring the impacts generated by the project, including strategies for prediction, prevention, diagnosis, monitoring, and treatment of cardiovascular diseases.
- **Project Deliverables:** Lists key deliverables with their descriptions, including brand and communication channels, impact generation activities, and comprehensive strategies for intellectual property rights management.



generation activities, and comprehensive strategies for intellectual property rights management.

- **Engagement and Collaboration:** The deck outlines strategies for stakeholder engagement, detailing the roles of consortium members and the collaboration channels.

• **Visual Identity and Communication Tools:** Provides insight into the branding strategy of the project, featuring the NextGen logo and colour palette that symbolizes the integration of genomic science and heart health.

- **Concluding Remarks:** Summarizes the project's aims to innovate and integrate cutting-edge scientific methodologies and technologies to significantly advance personalized cardiovascular medicine.

This slide deck serves as an essential communication tool, ensuring that all relevant stakeholders are well-informed about the project's scope, objectives, and the potential impact of its outcomes.