



MELCAYA

NOVEL HEALTH CARE STRATEGIES FOR MELANOMA IN CHILDREN,
ADOLESCENTS AND YOUNG ADULTS

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D8.1 Dissemination & communication plan 1



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Executive Summary

This document provides an overview of the channels, methods, means and activities that are planned to maximize the impact of the MELCAYA project through continuous dissemination and exploitation operations and adds to D8.8 “Project Website”. The dissemination efforts of the project comprise identifying the target groups and stakeholders in the context of the MELCAYA project and subsequently the planning, performance and reporting of all dissemination activities. To ensure the high impact of the MELCAYA project, all partners are actively involved in the dissemination and exploitation activities and such responsibilities are shared between the consortium partners. In addition, the MELCAYA project searches for and is in exchange with related projects as cooperation partners, that will be further leveraged during the project’s duration. Finally, the MELCAYA project established several tools for the monitoring and evaluation of the dissemination and exploitation efforts.

A variety of tools, channels and activities will ensure that the MELCAYA project can raise awareness about its activities and progress among all relevant target groups and stakeholders. It will also demonstrate how the EU funding will eventually support the medical device market by creating networks of relevant stakeholders, establishing synergies with the industry for future exploitation, creating collaboration and exchange with other relevant EU projects, and ensuring engagement, participation, and contribution to project conferences, workshops and other online and offline activities.

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Acronyms & Abbreviations

Term	Description
D&C plan	Dissemination and Communication plan
DoA	Description of Action
HRB	Horizon Results Booster
KPIs	Key Performance Indicators
PWS	Project website
R&D	Research & Development
SME	Small and Medium Enterprises
WP	Work Package
CAYA	Children, Adolescent and Young Adults

1 Introduction

In childhood, adolescence and young adults (CAYA), melanoma is under-studied and non-existing tailored clinical guidelines and standardized approaches lead to a very low diagnostic accuracy. Within this scope, the MELCAYA project is funded by the European Commission as part of the Horizon Europe framework programme and the call Mission on Cancer (HORIZON-MISS-2021-CANCER-02). Within a period of 48 months, MELCAYA aims to understand risk factors and determinants of melanoma to improve the prevention, diagnosis and prognosis of melanomas in CAYAs through a strong international consortium with experts from 10 countries in different disciplines (e.g., oncology, dermatology, paediatrics, biomedics, ethics, policy making), and sectors (e.g., academic centres, SMEs, hospitals, patient associations) in order to design and implement public health strategies.

The project is coordinated by Fundació Clinic Per La Recerca Biomèdica (Spain) and carried out by the partners Eberhard Karls Universitaet Tuebingen (Germany) Universite D'Aix Marseille (France), Università Degli Studi Di Firenze (Italy), Università Degli Studi Di Perugia (Italy), Deutsches Krebsforschungszentrum Heidelberg (Germany), Prinses Maxima Centrum Voor Kinderoncologie BV (Netherlands), Region Stockholm (Sweden), Fondazione IRCCS Istituto Nazionale Dei Tumori (Italy), Narodowy Instytut Onkologii im. Marie Skłodowskiej-Curie-Panstwowy Instytut Badawczy (Poland), Leibniz-Institut für Umeltmedizinische Forschung GmbH (Germany), Technion – Israel Institute of Technology (Israel), Athena Tech SL (Spain), SYNYO GmbH (Austria), Università Cattolica Del Sacro Cuore (Italy), Institut Catala D'Oncologia (Spain), Agenzia Nazionale Per I Servizi Sanitari Regionali (Italy), and Asociatia Melanom Romania (Romania).

As an addition to the consortium, the Hospital Clinic De Barcelona takes part as an affiliated entity and Institut Curie (France), Gdanski Uniwersytet Medyczny (Poland), Charité – Universitaetsmedizin Berlin (Germany) and Nevus Netwerk Nederland (Netherlands) are also engaged in the project as associated partners.

This deliverable is a dynamic document which will be updated in several iterations in order to reflect and introduce upcoming opportunities or challenges related to the dissemination and exploitation of the project. It highlights selected means, channels, methods and activities for maximising the impact of the project and its practical outcomes.

To successfully disseminate the project's outcomes, MELCAYA will aim to:

- Identify environmental and genetic risk factors for melanoma in CAYA.
- Establish molecular profiles of progression from benign congenital nevi to melanoma.

- Facilitate better international collaboration, standards, and melanoma taxonomy.
- Evaluate the clinical efficacy and safety of anti-PD1 antibodies in CAYA melanoma patients.
- Develop an AI-based diagnostic tool to distinguish the images of melanomas from images of nevi or other benign pigmented skin lesions.
- Conduct rapid and non-invasive tools for risk and prognosis of melanoma in CAYA.
- Design health care system strategies on prevention and diagnosis of melanoma.
- Ensure patient research engagement and education throughout the project and its implementation.

By following the workflow and the strategy, the MELCAYA project aims to realize the following outcomes:

- An increased awareness of the MELCAYA project among relevant audiences.
- A clear demonstration of the way EU funding contributes to supporting the medical device market as well as researchers, clinicians and patients.
- Defining and networking with stakeholders who will be interested in using the MELCAYA solutions.
- Collaborations with other relevant EU projects.
- Constructive engagement, participation and contribution to the project conferences, workshops and other online and offline activities both by the consortium partners and the external stakeholders.

In that way, short- and long-term success of the MELCAYA project will be enhanced by increasing project visibility, public awareness, and effective communication of achievements to the desired target groups and the scientific community, as well as by taking advantage of opportunities for further exploitation of results after the project is completed.

2 Relevant target groups and stakeholders

To ensure the successful uptake of the MELCAYA project, the map of relevant stakeholders needs to be identified and they shall be further reached via the available dissemination and communication channels. Identifying, reaching out to and engaging stakeholders in the MELCAYA project and other projects under the mission on cancer is part of all 11 work packages and tasks within the MELCAYA project. As part of WP8, we tailor the communication and dissemination activities to the relevant target groups. As part of the 'Understanding' cluster, the project will contribute to the annual cluster meeting addressing common scientific challenges, organised in close collaboration with the European Commission. Relevant national ministries, agencies and policymakers, as well as other related EU-funded projects, will be invited to these annual meetings.

To communicate and disseminate the MELCAYA solutions and all other relevant project outcomes, a special focus lies on reaching out to relevant demanders and suppliers on the non-invasive medical technology market. It should be noted that the distinction between demander and supplier is not always straightforward at the current stage of the project. Depending on which requirements the non-invasive medical technologies will fulfil in the end, the classification may still change slightly. According to the state of knowledge at the beginning of the project, we assigned the groups for the first tasks as follows: on the side of the suppliers, medical device manufacturers and companies, the medical engineering industry, the smart healthcare/tech sector, SMEs and start-ups in the field of non-invasive medical technologies are considered. The demander group comprises hospitals, physicians, medical procurers or procurement groups. We assigned researchers and the scientific community to a separate group as they represent an extremely important stakeholder group, especially for the AI-based diagnostic and prediction tools such as breath analyser and disposable sensing patch for CAYA patients (WP5 and WP6), and because they can be assigned to both the supplier and the demander side, depending on the context and the point of view. Melanoma Patient Organisations are another important stakeholder group with impact in patients' education, advocacy and policy for prevention, early detection and therapies for CAYA affected by melanoma as well as contributions to project acceptance and implementation.

2.1 General public, citizens & patient organizations

Since everybody can potentially be in need of non-invasive medical devices especially the cohort of children, adolescences and young adults (CAYA) the MELCAYA project is relevant to a very broad audience. Especially, patient organizations are a distinct stakeholder group, since they contribute to solutions for CAYA patients and populations at risk. Furthermore, patient advocates contribute with

group perspective and specific expertise in their disease, healthcare systems, advocacy and policy to the project.

Additionally, the MELCAYA project is financed through public money. As a result, the use of this money and the benefits of the MELCAYA project are of interest to every EU citizen. The general public is, therefore, considered as an important stakeholder.

2.2 Academia, research institutions, scientific communities (“Researchers”)

Physicians, health professionals, researchers and institutions are potential users of the proposed solutions of the MELCAYA project. Additionally, disseminating the project objectives, results and solution to the scientific community, R&D centres, experts in medical engineering industry and researchers is essential because contacts of the interested parties and stakeholders can be further exploited to identify main challenges in the field that need further research insights and that could be addressed with the project’s solutions or to identify the needs of those possible end users with regard to the developed solutions through surveys and feedback from test users.

2.3 Suppliers

The MELCAYA project aims to provide detailed information on AI-based diagnostic and prediction tools. Additionally, tech providers as well as IT & biomedical experts will profit from the know-how gained through the research and development process for the MELCAYA solutions and they will get better insights on innovation gaps to be solved and market needs.

2.4 Demanders

Medical or hospital organizations, health professionals, medical procurement groups and patients will profit from the MELCAYA project through the information provided on the MELCAYA outcomes and the marketplace and, ultimately, through providing or receiving better treatment and improved quality of service and reduced mortality.

2.5 Policy makers and investors

Public bodies, public administrations, governmental, regulation & standardisation bodies, certifiers, policy stakeholders and policy makers can support the project with insights on which barriers need to be overcome from legal or political perspectives. Additionally, the project aims to highlight its role among the members of this stakeholder group for fostering harmonization of regulations, standardization and guidelines across Europe. Additionally, the consortium plans to target individuals, companies or other entities who invest money in the development of medical and non-invasive

medical diagnostic and prevention devices or other causes, which are relevant to the context of the MELCAYA project.

2.6 Enablers

(Childhood) cancer societies, (bio)medical technology associations and networks, among others, are considered relevant target groups in the MELCAYA project since they can enable contacts to suppliers and demanders, to researchers in the field of skin cancer and clinicians using AI-based medical devices.

2.7 Other Projects

As part of the DEC plan, MELCAYA aims to connect with other EU initiatives, research communities, industrial associations and platforms and projects. Projects identified for possible collaboration can be found in Table 6.

3 Dissemination & communication plan

In the section below it will be described how the MELCAYA project aims to disseminate the result produced in the course of the project. This plan will be updated in M24. The main goal of the dissemination activities is to maximise awareness of the MELCAYA project's results among the targeted key stakeholders. Moreover, the plan includes a detailed methodology to package and present the produced knowledge according to the targeted audiences' needs. Additionally, it serves as an internal communication tool within the consortium.

In this sense, the project will:

- Identify the target audiences and stakeholders and define concrete and measurable actions for each group to increase the project visibility. Depending on the audience, a different message will be conveyed.
- Use Key Performance Indicators (KPIs) to monitor and evaluate the effectiveness of the dissemination activities. The regular collection and monitoring of KPIs will enable the MELCAYA project to adjust the plan and the dissemination activities accordingly.
- Encourage cooperation by networking with stakeholders, projects, communities and networks. The MELCAYA consortium will identify and map relevant projects, organisations and clusters working in the relevant fields to achieve maximum impact, to avoid duplications and ensure all gaps are filled by the project.

3.1 Dissemination & communication aims and objectives

Borders between communication and dissemination are not always clear, but rather fluid. In general, communication addresses a larger audience with giving more general information about the project itself, while dissemination addresses rather specific target groups which might also have a vivid interest in knowing more not only about the project in general but also about its results. With the planned communication and dissemination activities, the following goals are being targeted:

- Raising awareness about and promoting the MELCAYA project: delivering general information about content and scope of the project as well as its results to everybody who might be interested using appropriate channels is the basis of all communication activities.
- Disseminating the solutions of the MELCAYA project and their importance for the medical domain and the medical device market.

- Reaching out to specific stakeholders in order to tailor the various outcomes to the end users' needs from the beginning (see Table 1).
- Fostering further collaborations and enlarging the ecosystem: trying to find other EU funded projects, organizations or companies to collaborate with the MELCAYA project.

The following table gives an overview on how and why specified target audiences will be addressed. The Key Performance Indicators for these aims can be found in section 8.4.

Table 1 Communication and dissemination matrix

Target Audience	Communication & dissemination goals	Communication & dissemination channels
General public, citizens, patients & patients organisations	Inform the public about the MELCAYA project Raise awareness about the MELCAYA project Build trust	Project website Social media channels Newsletter News and press releases
Academia, research institutions, scientific communities ("Researchers")	Promote the solutions of the MELCAYA project Describe the advantages of the solutions for academia, institutions, the research and science community Get the scientific community to engage with the project and to provide feedback and participate in the surveys for researchers to tailor the database and marketplace to their needs Facilitate R&D cooperation Facilitating exploitation of the project results	Project website Social media channels Events, conferences and congresses Publications in open access journals Conferences
Suppliers	Inform about the MELCAYA project and its solutions Describe the usefulness and the advantages of the proposed solutions for companies and SME's especially in regard to market access Build trust	Project website Social media channels Newsletter Press releases Scientific journals Specialized conferences, congresses and workshops, industry events (fairs)

	<p>Engage stakeholders and encourage collaborations</p> <p>Facilitate involvement in the MELCAYA project e.g., through taking part in the surveys for suppliers</p> <p>Facilitate R&D cooperation</p> <p>Facilitating exploitation of the project results</p>	<p>Utilizing connections and resources of the consortium partners</p>
Demanders	<p>Inform about the MELCAYA project and its solutions</p> <p>Describe the usefulness and the advantages of the proposed solutions for medical institutions, procurement organisations, clinicians, etc.</p> <p>Build trust</p> <p>Engage stakeholders and encourage collaborations</p> <p>Facilitate project involvement, e.g., through taking part in the surveys for demanders</p> <p>Facilitating exploitation of the project results</p>	<p>Project website</p> <p>Social media channels</p> <p>Newsletter</p> <p>Press releases</p> <p>Scientific journals</p> <p>Specialized conferences, congresses and workshops, industry events (fairs)</p> <p>Utilizing connections and resources of the consortium partners</p>
Policy makers and investors	<p>Promote the MELCAYA project and its solutions</p> <p>Describe the usefulness of the proposed solutions for regulating bodies, policy makers, governmental stakeholders and investors</p> <p>Facilitate involvement in the MELCAYA project e.g., through taking part in the surveys for policy makers & investors</p>	<p>Project website</p> <p>Social media channels</p> <p>Policy workshops</p> <p>Specialised communication channels (EU Community, etc.)</p>
Enablers	<p>Promote the MELCAYA project and raise awareness</p> <p>Facilitate involvement in the MELCAYA project e.g., through taking part in the surveys for enablers</p>	<p>Project website</p> <p>Social media channels</p> <p>Newsletter</p> <p>Events, conferences and congresses</p>

Other Projects	Create connections and synergies	Events, conferences, congresses and workshops Social media channels
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3.2 Dissemination process and communication process

The dissemination and communication process of the project has been planned in order to achieve the best possible outcomes in regards to awareness raising, the enlargement of impact and the dissemination of project results.

At the beginning of the project, the main aim of all dissemination and communication activities is awareness-raising about the project and its objectives among all relevant stakeholders. For this purpose, channels such as the project website, social media channels and newsletters of the individual consortium members are being utilized to spread information about MELCAYA. Through the consistent use of the project identity, including the designed logo and project colours, MELCAYA aims to leave a visual image that can easily be remembered and recalled. Furthermore, physical materials such as a leaflet, a rollup and business cards will be developed at this stage already to be used for the purpose of awareness spreading as well as for the dissemination of results in further stages of the project.

In the second stage of the dissemination and communication process, MELCAYA aims to mobilise and engage stakeholders to ensure that the solutions are being developed with all their needs and requirements in mind. For this purpose, stakeholders will be encouraged via social media and other online channels, as well as in the context of in person events and conferences, to share their insights with the consortium and participate in the stakeholder survey, that will additionally be sent out to previously collected contacts and networks per email.

In the last stage, MELCAYA will focus on the dissemination of project results in order to spread awareness about these solutions and ensure their impact among stakeholders such as hospitals, suppliers, demanders, researchers, and others. To maximise the use and impact of the developed outcomes, the consortium will spread awareness at relevant events and use previously established communication and dissemination channels as well as newly gained contacts.

4 Individual dissemination and communication plans

This chapter outlines the dissemination and communication actions planned by each consortium member. To collect the required information the coordinator FCRB, together with SYNYO contacted the consortium partners on multiple occasions via email and met with them to discuss the plans' elaboration. The outlined approaches represent therefore the current status and will be further developed during the project implementation.

These actions represent initial dissemination and communication plans of the consortium. During the implementation of the related activities and goals, the individual dissemination and communication plans of the consortium partners will be considered. The individual plans will be reviewed, evaluated and adapted throughout the project, to be aligned with the different stages of the dissemination and communication process to achieve maximum outreach and impact of the planned activities.

These plans are based on the DoA and broken down into single actions, thus allowing for better assessment of their outcomes. This chapter constitutes also a reference point for the WP8 lead to ensure the achievement of the quantitative and qualitative goals of the established strategy.

Guiding questions for the individual dissemination and communication plans:

- **Publications:** are you planning to publish any papers or articles in relation to the MELCAYA project?
- **Press Releases or News Releases:** are you planning to publish any press releases or news releases in relation to the MELCAYA project?
- **Dissemination at events:** are you planning to disseminate the project objectives or results at any events? (If yes, share some preliminary information regarding the area these events will target, the type of event, the type of engagement or the stakeholder these events will target.) Are you planning to organise any events to disseminate the goals or results of MELCAYA?
- **Networking with other projects/initiatives:** are you planning to get in contact with other projects funded by the European Commission or any other local, national or international organisation in the context of MELCAYA? Please provide the project name(s).
- **Dissemination channels:** which internal dissemination channels are you using or are you planning to use to disseminate information regarding MELCAYA (e.g., websites, blogs, newsletters, social media channels of your organisation, etc.)? How are you using these channels to disseminate information regarding MELCAYA?

- **Stakeholder engagement and networks:** which stakeholders are you planning to engage with regard to the dissemination activities of MELCAYA and how are you planning this engagement (e.g., academics, industry, clinicians, policymakers, regulatory agencies, press, media, etc.)? Are there any stakeholder networks that you are planning to utilise for dissemination activities?

4.1 Augustus Pi i Sunyer Biomedical Institute – Clinic Foundation for Biomedical Research (FCRB-IDIBAPS)

Publications: FCRB-IDIBAPS expects at least 4 open-access publications in peer-reviewed high impact journals, one in the field of epidemiology of melanoma in children, adolescents and young adults (CAYA) in the Catalonia region (Spain), one in the field of genetic susceptibility in children, one in the field of imaging and at least one with the results of the volatilomics analysis and its correlation with melanoma. FCRB-IDIBAPS also plans to contribute in the publications concerning large/giant melanocytic congenital nevi (L/GMCN), taxonomy of melanoma and global epidemiology in CAYA.

Press releases or news releases: FCRB-IDIBAPS will publish at least one annual press release with relevant updates regarding the work performed in the project through our official institutional website (<https://www.clinicbarcelona.org/>) and spread it through other institutional social media accounts (LinkedIn, Facebook, Twitter, etc.). An already published press release corresponding to the first consortium meeting (kick-off meeting) can be found in the following link: <https://www.clinicbarcelona.org/noticias/comienzo-melcaya-un-proyecto-europeo-para-combatir-el-melanoma-en-ninos-adolescentes-y-adultos-jovenes>. FCRB-IDIBAPS will also try to publish a press release to cover any relevant scientific publications related to the MELCAYA project in which FCRB-IDIBAPS has a relevant involvement.

Dissemination at events: FCRB-IDIBAPS is planning to share the results of MELCAYA project through presentations and/or posters at national and international meeting and conferences, both for scientific and lay public. Some of the most relevant meeting to be attended are:

- Congress of the Spanish Academy of Dermatology and Venereology (AEDV): annual presentation of objectives/results.
- Congress of the European Academy of Dermatology and Venereology (EADV): annual presentation of objectives/results.
- Congress of the European Association of Dermato-Oncology (EADO): annual presentation of objectives/results. This year 2023 the MELCAYA project has been already presented (20-22th

April 2023).

- Congress of the European Society Medical Oncology (ESMO): annual presentation of objectives/results (except this first year due to the lack of results so far as the project is still starting).

We also envisioned at least one annual talk aimed at the general public (first one planned for June 6th 2023): <https://www.golferichs.org/categoria-conferencia/a-la-recerca-de-la-salut-conferencies/>

Networking with other projects/initiatives: the main projects/initiatives which FCRB-IDIBAPS will be collaborating with are the following:

- *Understanding cancer projects:* a cluster of five projects financed by the Horizon Europe programme (HORIZON-MISS-2021-CANCER-02-03) aimed at better understanding the impact of risk factors and health determinants on the development and progression of cancer:

https://research-and-innovation.ec.europa.eu/funding/funding-opportunities/funding-programmes-and-open-calls/horizon-europe/eu-missions-horizon-europe/eu-mission-cancer_en

- *Melanostrum/Genomel:* consortiums for the study of genetic, environmental and clinical determinants of melanoma risk and progression in Mediterranean (Melanostrum) and international (Genomel) populations:

<https://genomel.org/info-for-patients/research-in-leeds-2/>

<https://dceg.cancer.gov/research/cancer-types/melanoma/melanostrum>

- *Melanoma group of the European Organisation for Research and Treatment of Cancer (EORTC):* non-governmental, non-profit organisation, which unites clinical cancer research experts, throughout Europe, to define better treatments for cancer patients to prolong survival and improve quality of life.

<https://www.eortc.org/>

Dissemination channels: FCRB-IDIBAPS is intending to use the following channels to share news through our internal press office:

- *Website:* <https://www.clinicbarcelona.org/en>
- *Twitter:* @idibaps
- *Linkedin:* [linkedin.com/IDIBAPS](https://www.linkedin.com/company/idibaps)

- *Facebook:* facebook.com/IDIBAPS

Stakeholder engagement and networks: key opinion leaders in dermatology involved in the development of clinical guidelines for melanoma (EADO, European Dermatology Forum (EDF), Spanish Academy of Dermatology, EORTC), melanoma patient advocates and in general all the dermatology community

4.1.1 Hospital Clinic de Barcelona (HCB)

Publications: as an affiliated entity and WP7 “Health care system strategies implementation to inform policy and ethical dimension” leader, the aim of HCB is to develop tools and guidance for Health Authorities to support the decision-making process on early diagnostic and prevention of melanoma in CAYA patients. Hence, HCB will seek to publish three articles about Ethical, Legal and Social implications to be taken into account, a framework for assessing innovative health technologies and a set of Health care system strategies and how to implement them. Each article will be led/headed by UCSC, AGENAS and HCB/FCRB respectively.

Press releases or news releases: HCB is not planning to publish any press releases or news releases. HCB leaves this action to coordinators.

Dissemination at events: in the context of dissemination of the project’s objectives/results, HCB/FCRB plans to attend HTAi meeting in 2024 and 2025. HTAi meeting is organized by the International Society of Health Technology Assessment, and it is a multistakeholder scientific and professional society. HTAi membership and events provide unprecedented access to health care policy-makers and innovators, leading health technology assessment educators and scientists.

HCB expects to submit abstracts for panels, posters, or oral presentations at these events in order to increase the awareness, to disseminate the on-going results from WP7 and the main take aways of the project in this international multi-stakeholder’s audience.

Networking with other projects/initiatives: given the fact that HCB/FCRB will design health care system strategies to inform policy decisions to be implemented in overcoming current gaps in EU markets on prevention and early diagnosis of melanoma in childhood, we are planning to network with the Spanish HTA Network and the EU HTA Regulation Group, the latter under the EU umbrella. As a result, we will broaden the understanding of the guidance documents, which are resulting from the activities in WP7. We will do it along the project.

Dissemination channels: HCB/FCRB are planning to use the project website (<https://www.melcaya.eu/>) to disseminate information regarding WP7. In addition, we will be active

using the project's official social networks (facebook.com/MELCAYAEU/ and twitter.com/MELCAYA_EU).

Stakeholder engagement and networks: HCB/FCRB, in collaboration with WP7 partners, is preparing a list of key stakeholders from medical/scientific organizations, patient organizations, HTA agents, local and European government agents in order to involve them in our WP activities. In addition, our intention is that they can disseminate our ongoing results to their respective communities.

4.2 Eberhard Karls Universitaet Tuebingen (UT)

Publications: UT plans to publish two papers on genetic susceptibility associated with paediatric melanoma. Also, there will be a publication on immunological targets in children with melanocytic tumours and the role of shallow sequencing in paediatric melanoma.

Press releases or news releases: we are currently working on a press release for the MELCAYA project.

Dissemination at events: we have presented the MELCAYA on several meetings, already, and will continue to present it at the following meetings:

- German ADH-Meeting and ADO-Meeting of the German Dermatological Society
- SIOPE (European Society of Paediatric Oncology)
- SIOP (International Society of Paediatric Oncology)
- GPOH (German Society for Paediatric Oncology and Haematology)
- ESHG (European Society of Human Genetics)

Networking with other projects/initiatives:

- EXPERT (European Cooperative Study Group for Pediatric Rare Tumors)
- GPOH (German Society of Paediatric Oncology and Haematology)
- ADO (Working Group Dermatologic Oncology)

Dissemination channels:

- Website EXPERT
- Website SIOPE

Stakeholder engagement and networks: UT will cooperate with melanoma and paediatric oncology networks, academics in European countries and media.

4.3 Universite d'Aix Marseille (AMU)

Publications: AMU expects to both lead and participate in writing open-access, peer-reviewed publications on the research findings produced during the course of the MELCAYA project, particularly WP1-3, to both scientist and clinical physician audiences. We will also ensure that the corresponding primary data is made available to the scientific community in repositories for re-use with attribution. Among primary research articles, AMU intends to publish three papers in English-language, multidisciplinary international journals covering either general science, such as *eLife*, *Science Advances*, *PNAS* or *PLoS Biology*, or highly regarded specialist journals in the fields of cell and developmental biology, cancer, dermatology or pigment cell biology. The content will concern molecular, cellular and otherwise mechanistic principles of carcinogenesis or prevention thereof. AMU also intends to publish at least one additional review article on the topic of rare CAYA melanoma predispositions and their molecular and cellular mechanisms.

Press releases or news releases: publications and outreach activities will be transmitted and publicized by press officers with the MarMaRa (Marseille Rare Disease) Institute, AMU, and/or the INSERM (French National Institutes of Health).

Dissemination at events: AMU will promote awareness of the existence of the MELCAYA consortium and publicize results relevant to WP1-3 through presentations and/or posters at regional, national and international conferences at least twice yearly.

Some relevant examples include:

- The MarMaRa (Marseille Rare Disease) Institute annual symposium (for 2023, <https://columbo.univ-amu.fr/index.php/831165?lang=en>)
- The European Society for Pigment Cell Research annual meetings, organized by AMU in 2024
- The 25th and 26th International Pigment Cell Conferences in 2023 and 2026
- The European Developmental Biology Congress in 2023
- Annual European Human Genetics Conferences
- The 2024 and/or 2026 Assises de Génétique Humaine et Médicale
- The 2025/6 International Society of Developmental Biology meeting

Networking with other projects/initiatives: no comment.

Dissemination channels: AMU will first use the project website (<https://www.melcaya.eu/>) to disseminate information regarding WP2. In addition, we will be active in providing content to, and amplifying with personal accounts, the project's official social networks

(https://twitter.com/MELCAYA_EU and [@melcaya@mastodon.social](https://mastodon.social/@melcaya)). As most AMU participants are also part of the institutional Rare Disease Institute, MarMaRa, and/or affiliated with the Marseille Medical Genetics (MMG) research unit, their websites and dissemination channels will also be used to promote information and results in English and French.

- *Websites:*
 - ✓ MMG: <https://www.marseille-medical-genetics.org/>
 - ✓ Institut MarMaRa: <https://www.univ-amu.fr/fr/public/institut-marseille-maladies-rares-marmara>
- *Twitter:* https://twitter.com/marmara_amu
- *Linkedin:* https://www.linkedin.com/company/marmara_amu/
- *YouTube:* Congenital melanocytic nevus research (@CMNresearch) channel, <https://www.youtube.com/channel/UC-OPmiOxTWvbYJf1seuKD2A>

Stakeholder engagement and networks: annual conferences of the French, Dutch and/or Spanish giant congenital melanocytic nevus (CMN) patient associations and/or Naevus International or Naevus Global meetings (with associated partner and Naevus Global leader **NNN**), sometimes in conjunction with YouTube videos (e.g., <https://www.youtube.com/watch?v=zBYuyq8FQTA&t=10s>). Mobilisation of French and Dutch rare disease reference and competency centers for pediatric large/giant CMN and melanoma to participate. Outreach to collaborators at St. Jude's Children's Research Hospital, University of California San Francisco and the University of Pittsburgh School of Medicine, USA.

4.4 Università degli Studi di Firenze (UNIFI)

Publications: to obtain maximum visibility of the results of this project, UNIFI plans to publish research findings in peer-reviewed open access journals aimed at the scientific and clinical audiences. List of most relevant scientific journals:

- European Journal of Cancer (IF = 10.002)
- Journal of Pathology (IF = 9.883)
- Modern Pathology (IF = 8.209)
- Histopathology (IF = 7.778)
- American Journal of Surgical Pathology (IF = 6.298)
- American Journal of Pathology (IF = 5.770)

- Archives of Pathology & Laboratory Medicine (IF = 5.686)
- Laboratory Investigation (IF = 5.502)
- American Journal of Clinical Pathology (IF = 5.400)
- Virchows Archiv (IF = 4.535)

Press releases or news releases: UNIFI plans to publish reports of the activities (summaries and material for press releases) shared throughout the research unit websites (UNIFI) and spread to the general communities through online channels (www.unifi.it) and institutional social media accounts (LinkedIn, Facebook, Twitter and Instagram). Already published press releases:

- <https://www.linkedin.com/feed/update/urn:li:activity:7043981681304715264>
- <https://www.dss.unifi.it/vp-317-melcaya-novel-health-care-strategies-for-melanoma-children-adolescents-and-young-adults-caya.html>

Dissemination at events: UNIFI plans to disseminate the results regarding the MELCAYA project through presentations and/or posters at national and international meetings, conferences, forums and targeting both scientific and lay public. List of most relevant national and international meetings for UNIFI:

- USCAP (United States and Canadian Academy of Pathology) Annual Meeting
- ECP (European Congress of Pathology) Annual Meeting
- EORTC Melanoma Group Spring/Autumn recurring Meetings
- EADO (European Association of Dermo Oncology) Annual Meeting
- IMI (Intergruppo Melanoma Italiano) Annual Meeting
- SIAPEC (Società Italiana di Anatomia Patologica e citologia Diagnostica) Annual Meeting

Networking with other projects/initiatives: no comment.

Dissemination channels: the internal UNIFI press office will disseminate through the following channels: UNIFI website (www.unifi.it), department (DSS) website (www.dss.unifi.it), UNIFI magazine (Institutional newsletter) and institutional social media account (LinkedIn, Facebook, Twitter and Instagram). The activities of the UNIFI press office (media relations and institutional information of the University of Florence) are in accordance with the provisions of law 150/2000 and are carried out within the Communications and Public Engagement Coordination.

Stakeholder engagement and networks: no comment.

4.5 Università degli Studi di Perugia (UNIPG)

Publications: no comment.

Press releases or news releases: no comment.

Dissemination at events: no comment.

Networking with other projects/initiatives: no comment.

Dissemination channels: UNIPG will disseminate news posts, abstracts and articles published on behalf of MELCAYA via UNIPG website, AIOM website, EORTC, IMI website and LinkedIn, Twitter.

Stakeholder engagement and networks: UNIPG will engage with melanoma and pediatric oncology networks, academics in European countries and media.

4.6 Deutsches Krebsforschungszentrum Heidelberg (DKFZ)

Publications: DKFZ will publish several scientific articles about the deep-learning-based models for the diagnosis and risk estimation of melanoma in CAYA in open-access peer-reviewed journals. These journals will target a medical imaging computing and/or medical readership in the fields of digital pathology and dermatology. All code generated within these projects will be made publicly available on the platform GitHub.

Press releases or news releases: DKFZ plans to publish press releases upon successful creation and publication of the diagnosis and risk prediction classifiers.

Dissemination at events: DKFZ plans to present results at scientific conferences.

Networking with other projects/initiatives: no comment.

Dissemination channels: DKFZ will use the following dissemination channels: DKFZ website, DKFZ newsletter, Twitter and LinkedIn. The website lists general information about the MELCAYA project, whereas the newsletter and social media channels will be used to communicate scientific progress.

Stakeholder engagement and networks: DKFZ plans to get in contact with other researchers, patient organisations, dermatologists, pathologists, regulatory agencies and legal and ethical boards for stakeholder participation during the development lifecycle of the classifiers.

4.7 Prinses Maxima Centrum voor Kinderoncologie BV (PMC)

No comment.

4.8 Region Stockholm (RS)

No comment.

4.9 Fondazione IRCCS Istituto Nazionale dei Tumori (INT)

No comment.

4.10 Narodowy Instytut Onkologii im. Marii Skłodowskiej-Curie – Państwowy Instytut Badawczy (NIO-PIB)

No comment.

4.11 IUF – Leibniz Institut für Umweltmedizinische Forschung GmbH (IUF)

No comment.

4.12 Technion – Israel Institute of Technology (TECH)

No comment.

4.13 Athena Tech SL (AT)

No comment.

4.14 SYNYO GmbH (SYNYO)

Publications: SYNYO will seek to publish articles in relation to the ongoing project's achievements on various dissemination channels and platforms including the project's and consortium members' websites. Hence, SYNYO will aim to share the project's findings and results with the scientific community and ensure the longevity of the project's results. To enhance the quality of the planned articles SYNYO will create graphic representations of quantitative information, such as graphs and infographics, and thus attract non-specialists as project ambassadors, who can cascade the information about the project's activities to the widest possible audience. Additionally, the organisation will support the consortium in the process of writing and submitting papers to conferences, journals and other relevant occasions. Hence, SYNYO will raise awareness of the research outcomes and technological developments, which will be achieved within the MELCAYA project and establish common understanding on the capability needs and innovation gaps in the field of melanoma in CAYA.

Press releases or news releases: SYNYO will support the consortium in reviewing press releases or peer-reviewed publications (concerning a general perspective and the usage of project identity) if requested. SYNYO will raise awareness of the research outcomes and present the publications on various channels such as the project website, social media channels, newsletter, etc.

Dissemination at events: in the context of dissemination of the project's results SYNYO plans to organise and carry out webinars, workshops and other knowledge exchange activities such as video interviews and virtual consultations, with the aim to promote MELCAYA, attract and interact with

external stakeholders, collect inputs and data needed to achieve the objectives of the project, create synergies, share results and raise awareness on certain issues, share gained insights and induce interested organisations to exploit the project's solutions and outcomes. Further on, to ensure the wide dissemination of the project's results, SYNYO will seek to participate in external conferences, brokerage events and pitch presentations.

Furthermore, SYNYO is supporting the partners who are presenting the project on external events, which are relevant to the main objects of the project, with MELCAYA presentations and print materials. SYNYO ensures the project identity of the MELCAYA project by designing the online and offline materials. To attract attendees of the event, SYNYO provides MELCAYA roll ups, posters, leaflets, folders, stickers, etc. The different MELCAYA presentations can be shown either on a tablet or monitor at the booth or can be used for presentations in front of a bigger audience. On the MELCAYA website, designed and developed by SYNYO, attendees of the event can receive further information about the project. To keep interested people up to date SYNYO will highlight the MELCAYA newsletter as well as MELCAYA social media channels and motivate them to subscribe and follow. On the project website SYNYO will establish an "Event" section where interesting events and those organised by MELCAYA will be shown. Therefore, SYNYO creates an overview of topic related events, emphasises the events where MELCAYA will be presented and provides further information about events organised by MELCAYA.

Networking with other projects/initiatives: given the fact that the MELCAYA project will impact and revolutionise interdisciplinary areas like cancer research in CAYA, genetics, development of novel medical devices and therapies, etc. there will be further relevant projects that can benefit from the expertise gleaned and community built. It is therefore SYNYO's aim to ensure a thriving, informative, collaborating MELCAYA community that can work with future projects beyond the funding period. One of the key features of the MELCAYA project is its focus on engaging with stakeholders and building good relations with other projects. By involving and building the stakeholder community from the early stages of the project, SYNYO will ensure a solid network of organisations and professionals that share the goals of the project and proactively want it to continue.

Dissemination channels: to disseminate information effectively on the project's outcomes, SYNYO will apply a multi-channel dissemination approach. For this, the organisation will utilise the project website and as in the grant agreement defined social media channels, including Twitter and Facebook. Facebook and Twitter represent great marketing and connection tools for the main audiences (e.g., Twitter targets the medical and scientific audience and Facebook is mainly targeting the patients). By strategically utilising both platforms, SYNYO will seek to spread information about the project's achievements, increase the traffic on the project website and promote internal as well as community

events. Moreover, the project social media channels will help the coordinator build and sustain the involvement of external stakeholders in the various phases of project communication, motivate their participation and facilitate continuous knowledge exchange. Depending on the ongoing project's results, created promotional materials and networking activities, SYNYO will consider the establishment of additional social media channels. During previous projects, which were managed by SYNYO, YouTube has proved to be an effective dissemination channel to a vast audience of project stakeholders across Europe and beyond. During the project, SYNYO plans to create video recordings of future virtual knowledge exchange activities held with experts in the field, and make them accessible for interested parties.

The project website constitutes the project's main dissemination channel and a reference point for interested stakeholders in the field of melanoma in CAYA. As such it will be used by SYNYO to address a broad range of relevant stakeholders and keep them informed on any planned workshops or webinars, and thus ensure their contribution to the project's success.

Stakeholder engagement and networks: SYNYO will seek to engage with a number of different target groups of professionals working in the field of cancer and related scientific research. Therefore, to communicate effectively SYNYO will seek to understand the challenges and needs faced by the different stakeholders including the demanders (hospitals, purchasing networks, public organisations, physicians nursing homes, universities, etc.), suppliers (SMEs, which develop, medical devices, etc.), enablers (cancer societies, networks, foundations, etc.) and investors. To maximise the engagement efforts and ensure the efficient uptake of the medical AI tools and marketplace SYNYO will seek to also contact and exchange knowledge with other stakeholders such as ongoing related projects and initiatives, and relevant networks in the field.

4.15 Università Cattolica del Sacro Cuore (UCSC)

Publications: UCSC plans to publish papers and articles on the MELCAYA project in journals.

Press releases or news releases: so far UCSC has not planned any press releases or news releases.

Dissemination at events: UCSC is definitely planning to disseminate the project objectives/results at future events that they will participate in. UCSC will not organize any events to disseminate the objectives/results of MELCAYA, but are open to this possibility.

Networking with other projects/initiatives: so far UCSC has not planned to get in contact with other projects funded by the European Commission or any other local, national or international organisation in the context of MELCAYA.

Dissemination channels: UCSC is not specifically planning to disseminate information regarding MELCAYA as they not directly manage the UCSC university's social media or other communication channels such as website, but are definitely open to ask the university to share about our participation in the MELCAYA project.

Stakeholder engagement and networks: UCSC, together with the other WP7 partners, is planning to engage with patients and patients' organizations, policymakers, academics, clinicians.

4.16 Fondazione Policlinico Universitario Agostino Gemelli IRCCS (FPG)

No comment.

4.17 Institut Catala d'Oncologia (ICO)

Publications: ICO will collaborate with other partners in the writing and publication of project results in peer-reviewed scientific journals.

Press releases or news releases: no comment.

Dissemination at events: ICO will share the project results in the dissemination events (webinars, workshops and other knowledge exchange activities) programmed by the consortium.

Networking with other projects/initiatives: no comment.

Dissemination channels: in addition to the promotion of the MELCAYA consortium dissemination channels, ICO will publish relevant project achievements in IDIBELL's newsletter or website if requested.

Stakeholder engagement and networks: no comment.

4.18 Agenzia Nazionale per i Servizi Sanitari Regionali (AGENAS)

No comment.

4.19 Asociatia Melanom Romania (AMeR)

Publications: we will contribute in consortium publications if relevant e.g., the documentation of ethnographic work.

Press releases or news releases: AMeR contributes with one annual news release in one of the European languages represented in the project. Updates will be based on our own activities or other partners annual news releases.

Dissemination at events: AMER plans eight online or face-to-face interactions between consortium and the wider European melanoma community as part of Task 9.2. Additionally, two patient

engagement workshops on research expectations and outcomes are planned within T9.1. Meetings could be included into our regular events such as Melanoma Patient Network Europe (MPNE) conference or national patient meetings. Researchers will be invited to exchange ideas, share results or discuss the tools developed in MELCAYA. Dissemination of materials using the dedicated dissemination channels will follow.

Networking with other projects/initiatives: via MPNE, AMeR has the opportunity to build synergies with iToBoS (grant agreement 965221) and PCM4EU (grant agreement 101079984).

Dissemination channels: AMeR uses its dissemination channels in the national language and MPNE channels for the larger European patient community such as websites, Twitter, Facebook, LinkedIn and/or private patient forums.

Stakeholder engagement and networks: AMER will reinforce the connections with relevant organisations such as Naevus Network Netherlands (associated partner in MELCAYA), Childhood Cancer International/Europe or Rare Cancer Europe to include their views and facilitate their interactions with the consortium. Opportunities will be considered on a continuous basis.

5 Dissemination materials

This chapter outlines the materials that will be used and the dissemination activities that will be conducted to deliver the relevant project information to the audience.

5.1 Project identity

Central to the dissemination activities and materials is a uniform project identity reflected through the MELCAYA naming, MELCAYA logos, and the MELCAYA templates for presentations, deliverables, reports and newsletters. Additionally, the project identity will be reflected in any dissemination materials like the MELCAYA factsheets, leaflets, posters and rollups, as well as content on the MELCAYA project website and social media channels.

The following figures present the MELCAYA logo and icon as well as the colour palette.



Figure 1 MELCAYA logo

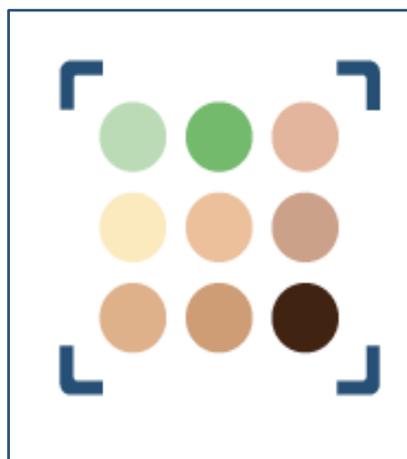


Figure 2 MELCAYA icon

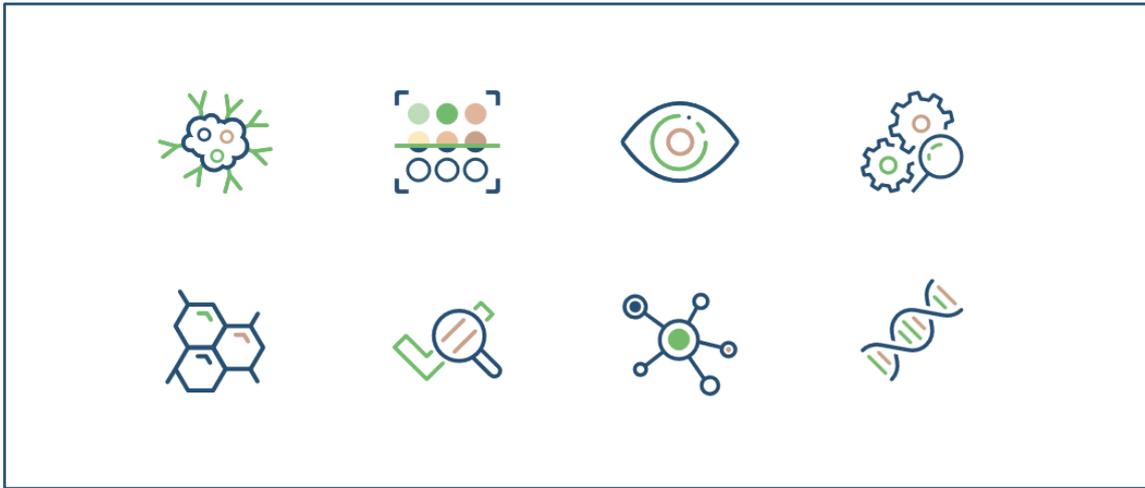


Figure 3 MELCAYA icon set

 RGB 37/79/116 HEX #254f74 CMYK 91/64/32/18	 RGB 115/186/109 HEX #73ba6d CMYK 60/1/71/0	 RGB 235/192/155 HEX #ebc09b CMYK 8/28/42/1	 RGB 226/181/156 HEX #e2b59c CMYK 11/33/38/2	<p>Viga-Regular 1234567890#!" <small>Logo Font (Google Font) + Headline Font</small> OutfitThin 1234567890#!" OutfitExtraLight 1234567890#!" OutfitLight 1234567890#!" OutfitRegular 1234567890#!" OutfitMedium 1234567890#!" OutfitSemibold 1234567890#!" OutfitBold 1234567890#!" OutfitExtraBold 1234567890#!" <small>Body Font (Google Font)</small></p>
 RGB 105/138/168 HEX #698aa8 CMYK 63/37/22/5	 RGB 187/219/183 HEX #bbdbb7 CMYK 33/0/36/0	 RGB 222/177/138 HEX #deb18a CMYK 13/33/48/2	 RGB 204/161/138 HEX #cca18a CMYK 19/38/43/7	
 RGB 173/197/219 HEX #ad5db CMYK 36/16/9/0	 RGB 252/234/191 HEX #fceabf CMYK 2/8/31/0	 RGB 206/157/117 HEX #ce9d75 CMYK 18/40/55/6	 RGB 65/35/18 HEX #412312 CMYK 47/73/79/73	
<p><small>Colour Codes</small></p>				

Figure 4 MELCAYA font and color palette

To represent the project and the scientific area it is located in, the following key visuals have been established.



Figure 5 Key visuals

Table 2 provides an overview of all communication and dissemination materials that have been and will be created for the project.

Table 2 MELCAYA communication and dissemination materials - Overview

Type	Description
Leaflet	MELCAYA project leaflet including the background of the project, its objectives and basic facts
Business cards	Template for business cards in the MELCAYA design
Roll-up	Design for a roll-up to be used in public meetings and conferences
Presentation	PowerPoint template to be used for presentations of the MELCAYA project
Deliverable	MELCAYA deliverable template with formatting examples and a given basic structure
Meeting agenda	Template for meeting agendas within MELCAYA and for writing the minutes
Posters	For conferences, fairs and similar occasions
Project folder	To be used for meeting and conferences including materials like stickers, pens, and bookmarks
Website	The MELCAYA website is the main pillar of the project's online presence includes information about the project, news articles, media downloads, and more.
Social posts	Regular posts on the project's Twitter and Facebook channels
Newsletter	Provides interested audiences with the main actual topics within the project and will be emitted at least twice a year.
Infographics	A basic set of infographics has been created and will be expanded in the course of the project.
Promotional banners	Banners to promote activities such as events or the stakeholder survey in online media

5.1.1 Print materials and templates

To promote the project, several print materials have been created. The MELCAYA leaflet reflects the project identity and includes contact information as well as the most important project facts, the project background and its objectives. The leaflet has been distributed to all consortium partners in digital and printed form, and can be handed out at events or conferences to interested stakeholders.



Figure 6 MELCAYA leaflet (front)

PROJECT BACKGROUND

Melanoma in children, adolescents and young adults (CAYA) is understudied and lacking in adequate preventive, diagnostic as well as therapeutic strategies.

The incidence of melanoma is reported to be about 1.3-1.6 per million in children under 15 years and 15 per million in 15-19 years old, with increasing incidence in adolescents by 4.1% annually since 1997. Additionally, melanoma is among the most frequent solid tumors diagnosed in young adults, with a European incidence of 6.6 per 100,000 and a mortality of 4 per million. Little is known about the interaction between genetic and environmental factors associated with melanoma risk in this context or in the progression from benign nevus to melanoma. Furthermore, lower sensitivity than in adults results in late diagnosis with poorer outcomes, when CAYA patients, particularly the children, could show a 90% 10-year survival rate from stage I/II disease. Thus, melanomas in CAYA represent a medical challenge.

PROJECT IMPACTS

- IDENTIFY environmental and genetic risk factors for melanoma in CAYA.
- ESTABLISH molecular profiles of progression from benign congenital nevi to melanoma.
- FACILITATE and promote better international collaboration, standards, and melanoma taxonomy.
- EVALUATE the clinical efficacy and safety of anti-PD1 antibodies in CAYA melanoma patients.
- DEVELOP an AI-based diagnostic tool to distinguish the images of melanomas from images of nevi or other benign pigmented skin lesions.
- CONDUCT rapid and non-invasive tools for risk and prognosis of melanoma in CAYA.
- DESIGN health care system strategies on prevention and diagnosis of melanoma.
- ENSURE patient research engagement and education throughout the project and its implementation.

PROJECT FACTS

Duration
12/2022 to 11/2026

Programme
Horizon Europe

HORIZON-MISS-2021-CANCER-02
Research & Innovation Action

Reference
101096667

Coordinator
AUGUST PI I SUNYER
BIOMEDICAL RESEARCH
INSTITUTE – CLINIC
FOUNDATION FOR
BIOMEDICAL RESEARCH

FOLLOW US
& FIND OUT MORE
ABOUT OUR LATEST
DEVELOPMENTS

- www.melcaya.eu
- office@melcaya.eu
- [@MELCAYA_EU](https://twitter.com/MELCAYA_EU)
- [@melcaya@mastodon.social](https://mastodon.social/@melcaya)
- [MELCAYAEu](https://www.facebook.com/MELCAYAEu)

Funded by the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Health and Digital Executive Agency (HDEA). Neither the European Union nor the granting authority can be held responsible for them.

Figure 7 MELCAYA leaflet (back)

In addition to the leaflet, a roll-up has been created that partners can use to present the project at conferences or other events.



Figure 8 MELCAYA roll-up

For dissemination purposes, business cards have been designed that can be handed out at in-person events.



Figure 9 MELCAYA business card

Furthermore, stickers of the MELCAYA logo and icon have been designed and printed.

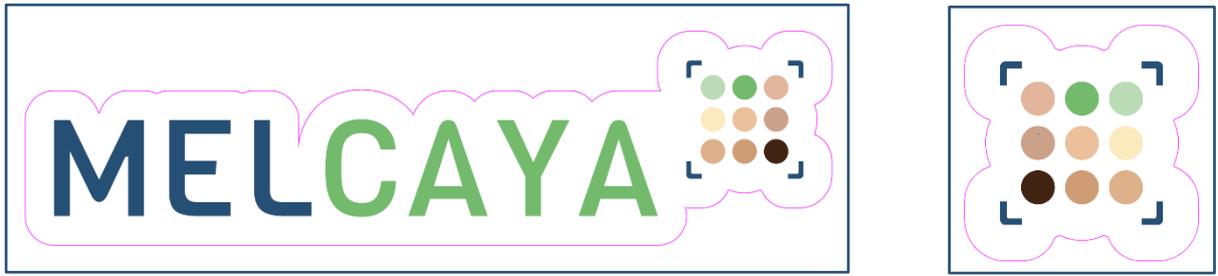


Figure 10 MELCAYA sticker templates

To ensure a coherent identity of presentations about the MELCAYA project at events and conferences, a presentation template has been designed that can be used by partners and includes a variety of different types of slides which reflect the project’s colours and visual identity.

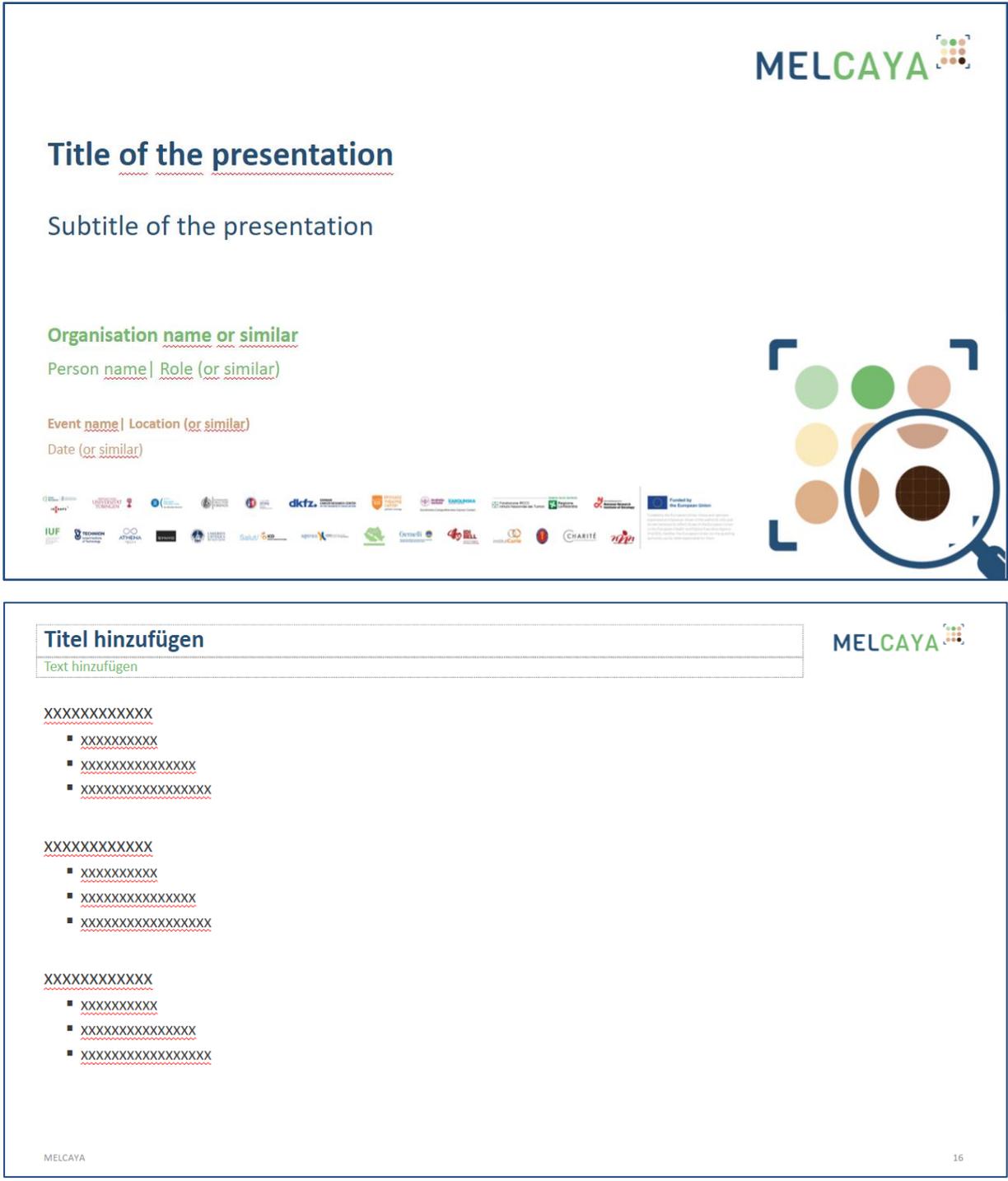


Figure 11 MELCAYA presentation template

To align all deliverables with the project identity and to ensure a coherent design among all of them, a deliverable template has been created. This template will be used for all project deliverables.

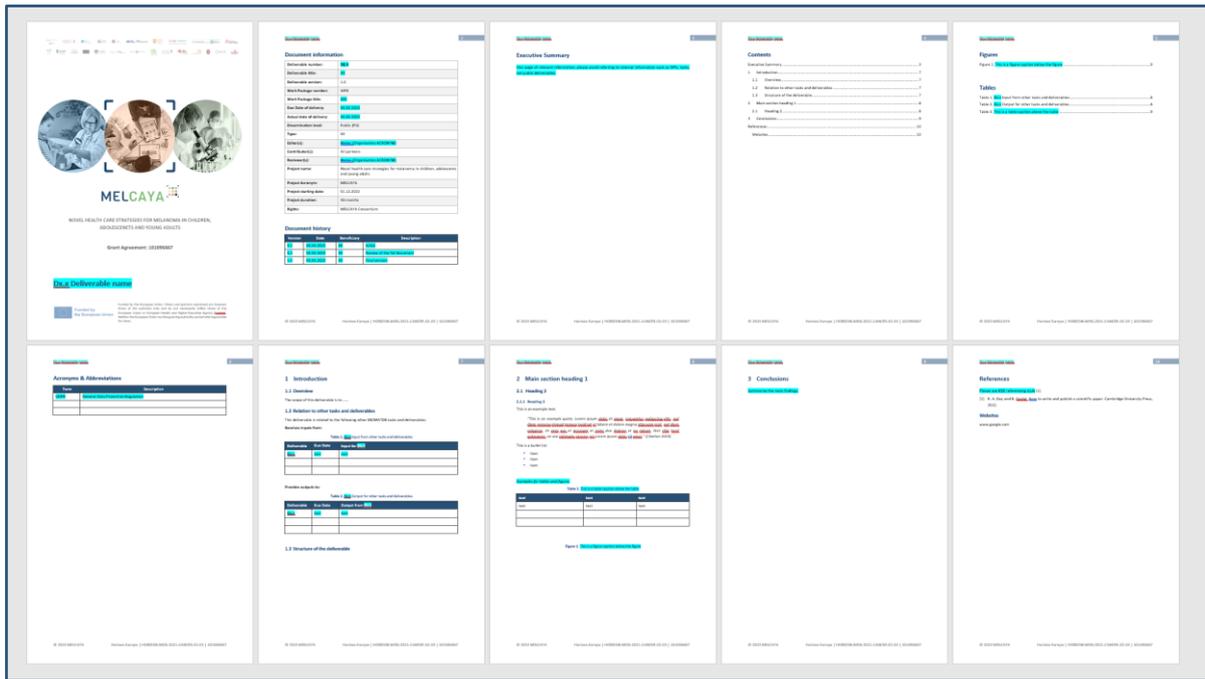


Figure 12 MELCAYA deliverable template

5.2 Channels and online presence

To ensure the provision of stakeholders and the general public with relevant information about the MELCAYA project as well as regular updates on its progress, several communication and dissemination channels and activities have been established. The different means of communication include the MELCAYA project website, the project’s social media channels, news articles published on the project website, conferences and events, workshops, and the MELCAYA newsletter. Using these means, MELCAYA will ensure the constant communication with stakeholders as well as the successful dissemination of project results. Details of the first PWS version as well as further channels to promote the online presence is described in detail in “D8.8 Project website” and will be updated in D8.5 “Online and media presence 2” by the end of November 2023.

5.2.1 MELCAYA project website

The MELCAYA project website (www.melcaya.eu) has been launched at the beginning of the project and serves as the main pillar of the project’s online presence. Its main goal is to inform stakeholders about MELCAYA, its objectives and its outcomes.

On the homepage, users can find an overview of the project’s objectives and the consortium partners as well as a link to the newsletter subscription form. Subpages of the project website include the following:

- A *News* section where the consortium regularly posts articles about relevant milestones and related topics
- An *About* section containing important facts and information about MELCAYA as well as access to public deliverables
- An *Event* page with relevant events, congresses and workshops
- A *Consortium* page where all the partners are being presented
- A *Media* page providing downloads of the MELCAYA Logopack and the MELCAYA leaflet
- A *Contact* page including the project's contact information and a contact form

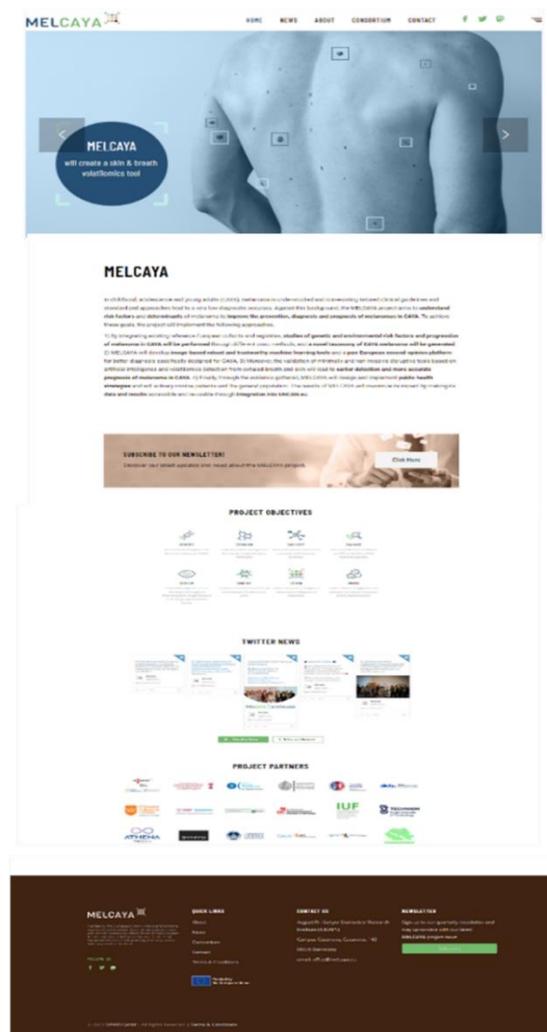


Figure 13 MELCAYA project website

Activity on the project website is being monitored via Google Analytics. As of March 2023, the MELCAYA project website has been visited by more than 460 users in over 950 sessions, with a total

of over 2,550 page views and an average session duration of 3:12 minutes. The KPIs for all online instances of the project can be found in [section 8.4](#).

5.2.2 Social media

To maximise awareness about the MELCAYA project and enable two-way-communication with stakeholders, a Twitter and a Facebook channel have been set up and are being operated by SYNYO GmbH. On the Twitter and Facebook channels, the consortium publishes regular updates on the project's progress, information about events, and other relevant information since the start of the project. All partners contribute to the provision of content for the two channels. Apart from raising awareness about the project, social media channels are an important way of establishing connections with people and organisations in the field, building networks and laying the ground for future collaborations.



Figure 14 MELCAYA Twitter page



Figure 15 MELCAYA Facebook page

To support the partners in the creation of the social media posts and familiarize them with the system set up by SYNYO GmbH, guides have been created and sent out.

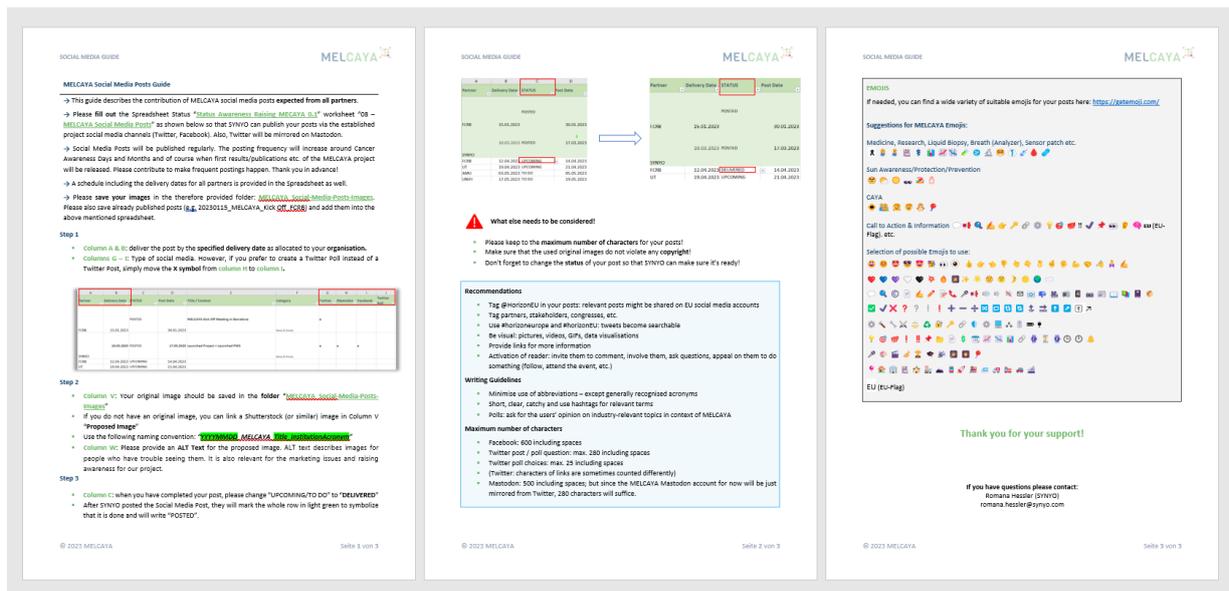


Figure 16 MELCAYA social media posts guide

5.2.3 News and knowledge articles

To offer more detailed information about relevant progress of the project as well as information about related topics, articles are regularly being published on the MELCAYA project website. These articles contain information about project milestones, progress updates, events, or general information on different topics in the field of dermatology, oncology and medical devices.

To differentiate between articles for different target groups, a divide has been made between so-called “news” and “knowledge” articles. While news articles are meant for a wider audience and include topics such as upcoming or past events of the consortium, progress of the project or more general information, knowledge articles are aimed at a more scientific audience and offer a deeper insight into dermatology, oncology, biomaterials, medical devices, etc. related topics. Each consortium partner is expected to contribute to the news section on the project website.

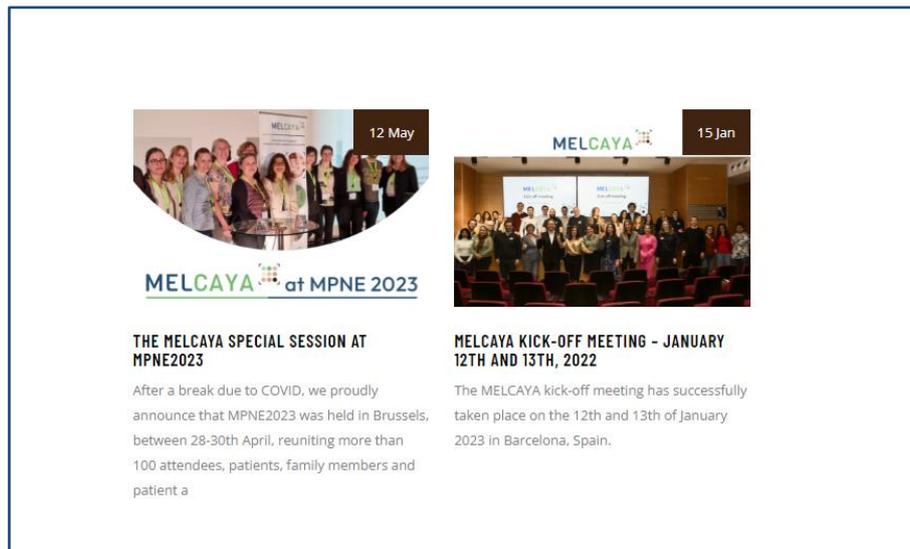


Figure 17 MELCAYA news section of the project website

The following guide has been created and distributed among the consortium to explain what contributions are expected from the partners in this area.

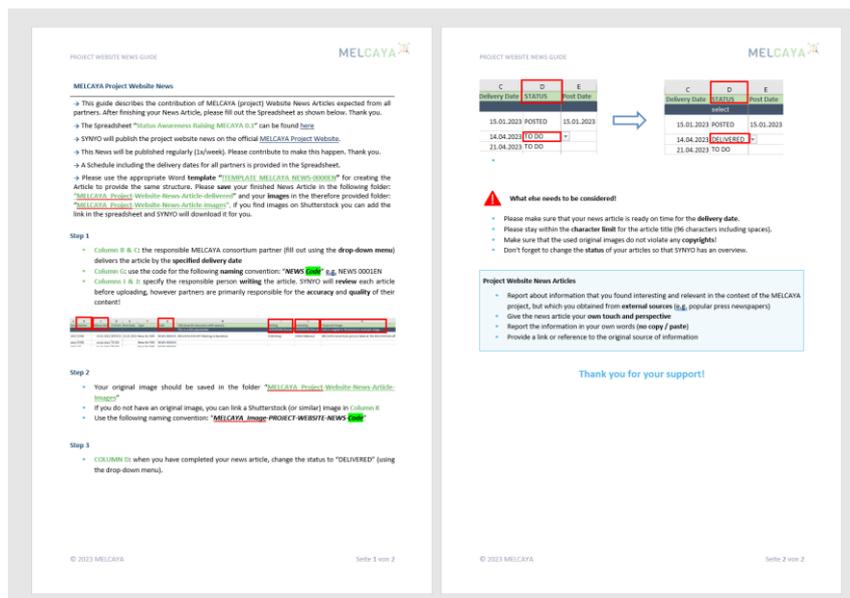


Figure 18 MELCAYA news & knowledge articles guide

5.2.4 Newsletter

The MELCAYA newsletter has been created to offer regular updates about the project to interested stakeholders. The sign-up form can be found on the homepage of the project website. The newsletter will be sent out at least four times per year and provides updates about the project's progress, events, and opportunities for involvement.

The first newsletter has been sent out end of May 2023 and is available on the project website (melcaya.eu).



Figure 19 MELCAYA newsletter – first version

6 Dissemination activities

In the following section, past and planned dissemination activities by the MELCAYA consortium will be presented. These activities aim to raise awareness about the project and maximise its impact.

6.1 Participation in events

6.1.1 Past events

Since the start of the project, members of the MELCAYA consortium have been participating in various exhibitions, conferences, brokerages and workshops, where the project and its aims were presented to stakeholders such as industry, academia, researchers and other relevant target groups. Participation in these events facilitated networking, communication and dissemination with and among stakeholders in the project field. Therefore, for the consortium relevant events are listed chronologically under the “Event” section on the PWS and those attended by the consortium are highlighted, to provide a clear overview of the dissemination activities that have been carried out so far with the aim to raise awareness and maximise the project’s impact.

PAST EVENTS	
	<p>9TH EADO CONGRESS 2023</p> <p>Organized by: European Association of Dermato Oncology Date: 20.-22.04.2023 Location: Rome, Italy</p> <p>Visit Event Page Healthcare Professionals</p>
	<p>MPNE 2023 ANNUAL CONFERENCE</p> <p>Organized by: Melanoma Patient Network Europe Date: 28.-30.04.2023 Location: Brussels, Belgium</p> <p>Visit Event Page Melanoma Patients Advocacy</p>

Table 3 Past events

6.1.2 Future events

To optimize communication and cooperation with stakeholders and representatives from all relevant areas, MELCAYA consortium partners will continuously attend relevant events. The following table shows a collection of events identified as relevant where the attendance of consortium partners is planned or would be useful to network. As the project progresses, further events and conferences will be added to this list.

FIND EVENT BY TITLE
Event title...

(Co-) Organised by MELCAYA

FILTER RESULTS
CATEGORY: Show All
LOCATION: Show All
 Hide past events
Reset Filter

UPCOMING EVENTS

- ANNUAL MEETING OF THE EUROPEAN SOCIETY FOR PAEDIATRIC ONCOLOGY**
Organized by: European Society for Paediatric Oncology (SIOP Europe or SIOPE) | Date: 08.-12.05.2023 | Location: Valencia, Spain
Visit Event Page | Healthcare Professionals
- 50TH NATIONAL CONGRESS OF THE SPANISH ACADEMY OF DERMATOLOGY AND VENEREOLOGY**
Organized by: Spanish Academy of Dermatology and Venereology | Date: 10.-13.05.2023 | Location: Santiago de Compostela, Spain
Visit Event Page | Healthcare Professionals
- 25TH INTERNATIONAL PIGMENT CELL CONFERENCE**
Organized by: International Federation for Pigment Cell Societies | Date: 30.05.2023 | Location: Bilbao, Spain
Visit Event Page | Research & Scientific Community
- EUROPEAN POST-CHICAGO MELANOMA/SKIN CANCER MEETING**
Organized by: European Association of Dermato Oncology (EADO) & Melanoma World Society (MWS) | Date: 22.-23.06.2023 | Location: Munich, Germany
Visit Event Page | Healthcare Professionals

Table 4 Upcoming events

6.2 Publications

To ensure the presentation of the project's outcomes to the scientific community and thereby sustainably exploit project outcomes and results, the MELCAYA consortium aims to publish articles and publications. Since the project is currently still in its early stages, no publications have been published yet. As the project progresses, MELCAYA plans to publish articles and publications in order to share outcomes of the project with the scientific community.

For publications related to MELCAYA, the following journals have been identified as relevant:

Table 5 Relevant journals

Title of journal	Website
European Journal of Cancer	https://www.ejcancer.com/
The Journal of Pathology	https://pathsocjournals.onlinelibrary.wiley.com/journal/10969896
Modern Pathology	https://www.nature.com/modpathol/
American Journal of Surgical Pathology	https://journals.lww.com/ajsp/pages/default.aspx

American Journal of Pathology	https://ajp.amjpathol.org/
Journal of Pathology & Laboratory Medicine	https://www.opastpublishers.com/journal/journal-of-pathology-and-laboratory-medicine
Laboratory Investigation	https://www.laboratoryinvestigation.org/
American Journal of Clinical Pathology	https://ajp.amjpathol.org/
Virchows Archiv	https://www.esp-pathology.org/publications/virchows-archiv/virchows-archiv-journal.html
eLife	https://elifesciences.org/
Science Advances	https://www.science.org/journal/sciadv
Proceedings of the National Academy of Sciences of the United States of America	https://www.pnas.org/
PLoS Biology	https://journals.plos.org/plosbiology/

6.3 Networking with EU-funded projects

As the MELCAYA project and marketplace will provide vital data to researchers, networking with other EU-funded projects will be a central focus of the project's dissemination process. For this purpose, the project aims to collaborate with EU-funded projects a view of which have already been identified and listed in Table 6. The table further displays other projects identified for potential collaborations, which the consortium plans to contact.

Table 6 Projects and clusters identified for potential collaboration

EU-projects	Topic of interest for MELCAYA
iToBoS	Intelligent Total Body Scanner for Early Detection of Melanoma
PCM4EU	Precision Medicine for Europe
ELMUMY	Elucidation of risk factors and health determinants associated with PROGRESSION of Monoclonal Gammopathies to Multiple Myeloma
GENIAL	Understanding gene environment interaction in alcohol-related hepatocellular carcinoma

DISCERN	Discovering the causes of three poorly understood cancers in Europe (renal, pancreatic and colorectal)
LUCIA	Understanding lung cancer related risk factors and their impact

6.4 Project clustering

To ensure the project's recognition and sustainability within the European Research Area, MELCAYA plans to carry out clustering activities with other EU research/R&D projects. For this purpose, relevant projects have been identified and will be contacted (see **Table 6**).

6.5 Horizon Results Booster

In addition to these clustering activities, MELCAYA will receive further support from the services of the [Horizon Results Booster](#) (HRB). HRB offers services in the areas of communication, dissemination and exploitation to EC-funded projects. The service is split into three modules. Module A supports the creation of a results portfolio suitable for dissemination, as well as the identification of similar ongoing projects to form a project group with. Module B focuses on the design of a joint dissemination plan for the project group formed as part of Module A as well as the actual dissemination of the results. Lastly, Module C offers support in the improvement of existing exploitation strategies with the aim to increase their effectiveness. MELCAYA will apply for the services of HRB and will start with Module A in the second quarter of 2023.

7 Communication activities

Communication activities are a crucial part of the project as one of the project's objectives is an increase of awareness and impact of its outcomes and solutions and thereby maximise the impact.

There are three main channels for project communication activities:

- In-person communication, for example at workshops, presentations, or meetings with relevant stakeholders.
- Written channels, for example leaflets or posters.
- Technology-based channels, for example websites and social media channels.

These channels are being used to spread project outcomes, build networks and communities, evaluate ideas and gather feedback. The main audience of the project communication activities are the scientific community to provide important data to researchers, the industry sector to improve competitiveness as well as the European industrial ecosystem, the health sector to improve their services and identify their innovation needs, and policy makers to reinforce digital and enabling technologies in the European Union.

The communication activities carried out as part of the project can be categorised into three general areas:

- *Promotion*: raising awareness about MELCAYA and its objectives, progress, results, and developments.
- *Involvement*: engaging all relevant stakeholders in project activities to ensure their involvement in its progress.
- *Networking*: forming strong and sustainable relationships in order to improve the long-term take-up of the MELCAYA developments.

Over the course of the project, all partners will carry out communication activities with the aim to maximise the awareness and impact of MELCAYA.

8 Monitoring and evaluation of the dissemination and communication process

8.1 Individual dissemination and communication responsibilities

The responsibilities of each consortium partner regarding dissemination and communication activities through 48 project months can be summed up as follows:

- Provision of at least 30 social media posts (related to news articles, publications, congresses, interviews, etc.)
- Creation of four news articles or knowledge articles
- Continuous reporting of individual dissemination activities, including the following:
 - ✓ Posts on the organisations' websites
 - ✓ Posts on the organisations' social media channels
 - ✓ Newsletters
 - ✓ Attendance of events
 - ✓ Publications

The spreadsheets used to monitor the fulfilment of these responsibilities are described in the following chapters.

8.2 Dissemination and communication management

To ensure that the news section of the project website as well as the social media channels are being updated regularly and the provision of content is being distributed between all partners, spreadsheets are being used to keep track of upcoming and past contributions. The spreadsheets have been set up by SYNYO GmbH, who is in charge of uploading all posts and articles, and have been made available to all partners. They are being used to allocate responsibilities for upcoming posts and articles as well as to keep an overview of all past activity.

Figure 20 shows the spreadsheet that is being used to plan upcoming social media posts provided by all consortium partners and to keep track of past activities. It contains information about the posts such as the expected delivery date, the post date, the general context of the post, the channel on which it has been posted, and content-related information such as the post itself, hashtags, mentions, and included links and images.

Figure 20 MELCAYA status social media posts

The spreadsheet shown in Figure 21 is being used to keep track of the news and knowledge articles posted on the MELCAYA project website. It contains information such as the expected delivery date for each article as well as the actual posting date, the title and the author of the article.

Figure 21 MELCAYA status news articles

8.3 Planning, steering and reporting

In order to plan and keep track of dissemination and communication activities as well as to meet the KPIs listed in section 8.4, several spreadsheets were set up in Google Sheets. These sheets are being used to plan and keep an overview of relevant events that might be of interest for consortium members, attended events, publications, and media activities. These spreadsheets are shared with all partners and are being continuously updated as dissemination and communication activities are carried out. Each partner has the responsibility to enter their activities and related information into the relevant sheet.

The spreadsheet shown in Figure 22 is being continuously updated to keep track of upcoming events that might be of interest for the consortium, and the partners that might attend them.

Country	Host	Target Audience	Paper Submission Deadline:	Start Date - End Date	URL	Comment
Germany	World Society (MWS)	nurses, etc.				
Berlin, Germany	European Academy of Dermatology and Venereology	Professionals (pediatricians, dermatologists, pediatric oncologists,	09.05.2023	11.10.2023 - 14.10.2023	https://eadvcongress2023.org/	
Dublin, Ireland	European Society of Pathology	Healthcare Professionals (pediatricians, dermatologists, pediatric oncologists, nurses, etc.	4/19/2023	09-13.09.2023	https://www.esp-congress.org/	virtual access as well
Madrid, Spain	European Society For Medical Oncology	Healthcare Professionals (pediatricians, dermatologists, pediatric oncologists, nurses, etc.	10.05.2023/14.09.2023	20-24.10.2023	https://www.esmo.org/meeting-calendar/esmo-congress-2023	virtual access as well
Chicago, US			closed	02-06.2023	https://conferences.asco.org/am/attend	virtual access as well relevant since it is in America?
Paris, France	European Association of Dermato Oncology	Healthcare Professionals (pediatricians, dermatologists, pediatric oncologists, nurses, etc.	tba	04-06.04.2024	https://eado2024.com/	
		Healthcare				

Figure 22 MELCAYA status dissemination and continuous reporting - Opportunities

The spreadsheet displayed in Figure 23 contains a list of all events attended by consortium partners as well as future events where attendance is planned.

No.	Partner	Category of the Activity (Please Select)	Date	Organiser	Name of Event	Type of Action	Location (Country)	Type of Audience	Impact/Outreach
1	FCRB	conference	17/02/2023	FLS-science	Acceso a tratamientos oncológicos para personas con cáncer	Presentation	Barcelona (Spain)	Healthcare Professionals (pediatricians, dermatologists, pediatric oncologists, nurses, etc.	8
2	AMU	conference	30/05/2023	International Federation for Pigment Cell Societies	25th International Pigment Cell Conference	Presentation	Bilbao (Spain)	Research & Scientific Community	100
3	FCRB	conference	30/05/2023	International Federation for Pigment Cell Societies	25th International Pigment Cell Conference	Presentation	Bilbao (Spain)	Research & Scientific Community	same as above
4		other							
5		other							
6		other							
7		other							
8		other							
9		other							
10		other							
11		other							
12		other							
13		other							
14		other							
15		organisation of a workshop							

Figure 23 MELCAYA status dissemination and continuous reporting – Activities

8.4 Dissemination and communication KPIs

The Key Performance Indicators (KPIs) listed in Table 7 have been established in order to evaluate the effectiveness of the project’s dissemination activities according to the main goal of raising awareness about the project outcomes and enable networking between relevant stakeholders. The KPIs will be monitored regularly and allow the proper adjustment of the dissemination activities as the project progresses.

Table 7 MELCAYA dissemination and communication KPIs

Activity	Description	KPI	Success Indicator	Means of verification	Status
Online activities	To provide regular updates on the project and its outcomes as well as to raise awareness about MELCAYA, a project website has been set up. The database and marketplace will be the main outcomes of the project	Number of annual visits on the PWS Number of press/news releases Number of accumulative newsletter subscribers	10.000+ visits 12+ press/news releases 500+ subscribers	Google Analytics Number of press/news releases published Built-in analytics tools of mailerLite	In progress
Events	Partners will attend relevant events to spread awareness about the project and enable networking with relevant stakeholders	Number of third-party events	15+ event attendances	Number of events attended	In progress
Promotional materials	Print and digital materials such as newsletters, leaflets and flyers are being created to communicate with stakeholders	Number of distributed copies Number of newsletters	1,500 distributed copies 4 issues per year	Materials available	In progress
Social media presence	The MELCAYA social media channels provide regular update on the project and its progress and enable communication with stakeholders	Number of accumulative followers	500+ Twitter 600+ Facebook (900+ follower across all platforms)	Built-in analytics tools of social media platforms	In progress

Commercialization	Workshops and platform demos will be used to disseminate results and knowledge	AI Tool Breath analyzer Smart sensing patch	1 product ready for clinical validation 1 new device 1 new device	Number of developments of an AI Tool for clinical validation Europe wise Number of developments of a device ready for phase II study Number of developments of a device ready for phase II study	Planned
Publications	Publications aim to share knowledge gained with relevant stakeholders	Number of open access publications Number of open access data publications Number of open access codes publications Number of health policy recommendations Number of clinical guidelines	12 published articles 120 citations in peer reviewed publications 12 published articles 12 published articles 3 types of stakeholders 1 new clinical guideline for CAYA patient with melanoma	Number of scientific papers submitted by consortium partners	In progress

<p>Clustering and synergies with EU projects</p>	<p>Clustering and synergies aim to increase the dissemination and exploitation of project results</p>	<p>Number of stakeholders networked with EU projects effectively reached</p> <p>Number of joint activities</p> <p>Presence in (inter)national events</p>	<p>100+ stakeholders from at least 6 countries</p> <p>15+ projects and/or initiatives</p> <p>15+ events attended</p>	<p>Number of periodic bilateral exchange of news and communication</p> <p>Number of joint engagement events/demo sessions</p>	<p>Planned</p>
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9 Conclusions

This additional report for D8.1 aims to summarize the channels, methods, means and activities to be carried out with the aim to maximize the project's impact through continuous dissemination and communication activities. The connected plan will be continuously reviewed and updated over the course of the project.

The deliverable provided an overview of the dissemination and communication activities carried out and planned for the MELCAYA project. It identified relevant stakeholders and target groups which all activities will be tailored to. Furthermore, an emphasis was put on the dissemination & communication plan of the project, including the aims and objectives as well as the process and the partners' individual dissemination plans. The report additionally provided an overview of the dissemination materials, including the established project identity, print materials such as leaflets and templates, and channels such as the MELCAYA project website, social media channels and newsletters. Information was also provided on the project's dissemination activities. This included an overview of past and future events, planned publications, and networking and clustering activities. Moreover, an outline of the communication activities as well as an overview of the means of monitoring and evaluation have been given.

As the project is still at an early stage, the dissemination and communications plan will be continuously reviewed, updated and adapted according to further developments.

Websites

MELCAYA Website	www.melcaya.eu
MELCAYA Twitter Account:	https://twitter.com/MELCAYA_EU
MELCAYA Facebook Account:	https://www.facebook.com/MELCAYAEu/
MELCAYA Newsletter:	https://dashboard.mailerlite.com/forms/335495/80913139061753381/share