



MELCAYA

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

Grant Agreement: 101096667

D8.10 Common video and common cluster brochure



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 Health and Digital Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

Document Information

Deliverable number:	D8.10
Deliverable title:	Common video and common cluster brochure
Deliverable version:	v1.0
Work Package number:	WP8
Work Package title:	Communication, dissemination, exploitation and networking
Due Date of delivery:	30.11.2023
Actual date of delivery:	02.01.2024
Dissemination level:	Public (PU)
Type:	DEC – Websites, patent filings, videos, etc.
Author(s):	Dimitris Raptis (EXEL, ELMUMY) Kalliopi Thanopoulou (EXEL, ELMUMY) Sofia Tagkareli (EXEL, ELMUMY) Athina Thanopoulou (EXEL, ELMUMY)
Contributor(s):	-
Reviewer(s):	“Understanding” cancer cluster projects: MELCAYA LUCIA GENIAL DISCERN
Project name:	Novel health care strategies for melanoma in children, adolescents and young adults
Project Acronym:	MELCAYA
Project starting date:	01.12.2022
Project duration:	48 months
Rights:	MELCAYA consortium

Document history

Version	Date	Beneficiary	Description
0.1	21.12.2023	ELMUMY	First draft version
0.2	27.12.2023	Understanding cluster	Revised draft
1.0	29.12.2023	ELMUMY	Final version
2.0	09.02.2024	ELMUMY	Revised final version

Executive Summary

MELCAYA represents one of the five projects funded by the European Commission through the *Horizon Europe* program dedicated to advancing the primary goal of the *EU Mission on Cancer* program, which is to enhance the understanding of cancer risk elements and health factors contributing to cancer progression. Besides MELCAYA, there are other four projects within this cluster: GENIAL, which seeks to delve into the gene-environment interactions linked to alcohol-related hepatocellular carcinoma; LUCIA, which aims at exploring the risk factors associated with lung cancer; DISCERN which is focused on unravelling the underlying causes of three poorly understood cancers in Europe (renal, pancreatic and colorectal); and ELMUMY, which is aimed at elucidating the risk factors and health determinants associated with the progression of monoclonal gammopathies to multiple myeloma.

These projects have already forged connections and collaborative efforts among their partners, fostering synergies both in scientific exploration and communication. ELMUMY, with its partner EXEL, has taken the lead in creating the common cluster video and brochure that encapsulate the essence of all five projects within the cluster. This deliverable is aimed at describing these two promotional creations.

Contents

Executive Summary	4
1 Introduction.....	8
2 Video.....	8
3 Brochure.....	14
4 Conclusions.....	16

Figures

Figure 1 Goal of the EU Mission on Cancer programme	9
Figure 2 "Understanding" cancer projects	9
Figure 3 Prof Hossam Haick (LUCIA).....	10
Figure 4 Prof Eric Trepo (GENIAL).....	10
Figure 5 Dr Mehrnaz Shamalnasab (DISCERN).....	11
Figure 6 Prof Ieronymos Zoidakis (ELMUMY).....	11
Figure 7 Prof Susana Puig (MELCAYA)	12
Figure 8 "Understanding" cluster objectives.....	12
Figure 9 EU funding acknowledgement	13
Figure 10 Acknowledgements	13
Figure 11 Front and back cover of the brochure.....	14
Figure 12 Inside section of the brochure	15

Acronyms & Abbreviations

Term	Description
EU	European Union
HaDEA	European Health and Digital Executive Agency
URL	Uniform Resource Locator

1 Introduction

The video and brochure showcasing the “Understanding” cluster are vital tools for reaching its target audiences effectively. They provide an overview of the cluster’s objectives, aiming to generate interest and encourage further exploration by directing individuals to the websites of the cluster projects, their social media and to gain insight into more specific project-related information. The content and the messages of the video and brochure are prepared to address a wider stakeholder group, considering industries, research organisations, academia and other interested stakeholders.

The whole content of the cluster’s video has been designed to be accessible to individuals with visual or hearing impairments by incorporating both audio and visual elements. The overall aim is to deliver a comprehensible video, that will be used on many occasions, both in front of a large audience and during personal meetings. The brochure contains informative material about the “Understanding” cluster and the five participating projects. It will be delivered during open dissemination events, conferences and personal meetings. Both the video and brochure are aimed at raising stakeholders' awareness, even though they delve into extensive detail.

Both the video and the brochure include:

- EU funding acknowledgement and disclaimer (as per article 17 of the Grant Agreement)
- Acknowledgement to the producers and to the European Health and Digital Executive Agency (HaDEA).
- Explicit reference to the URL where they can be accessed online (see below).

2 Video

URL: https://www.youtube.com/watch?v=eKo_Fa_saYQ

This video encapsulates the “Understanding” cluster’s essence, aiming to illuminate its core objectives and insights as presented by the principal investigators of the projects that constitute the cluster: GENIAL, LUCIA, ELMUMY, DISCERN and MELCAYA. The video will reach wide and diverse audiences, including those who may not engage with traditional academic publications or reports. It will allow researchers to distil complex information into easily digestible content and it will bridge the gap between academia and the general public by making cancer research more accessible to policymakers, journalists, potential collaborators, and funding organizations.

The content of the video includes the following parts:

1. The goal of the “Understanding” cluster as part of the Horizon Europe’s Cancer Mission programme.



Figure 1 Goal of the EU Mission on Cancer programme

2. Presentation of the five “Understanding” cluster projects.

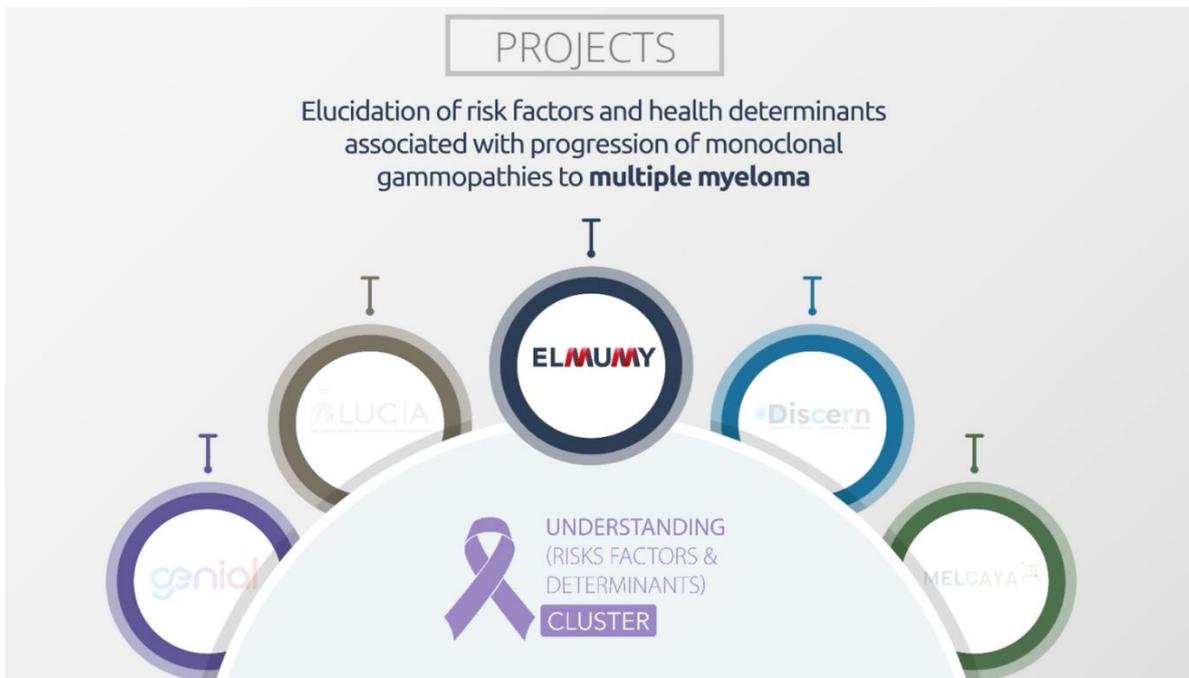


Figure 2 "Understanding" cancer projects

3. Interviews from the coordinators of the “Understanding” cluster projects.



Figure 3 Prof Hossam Haick (LUCIA)

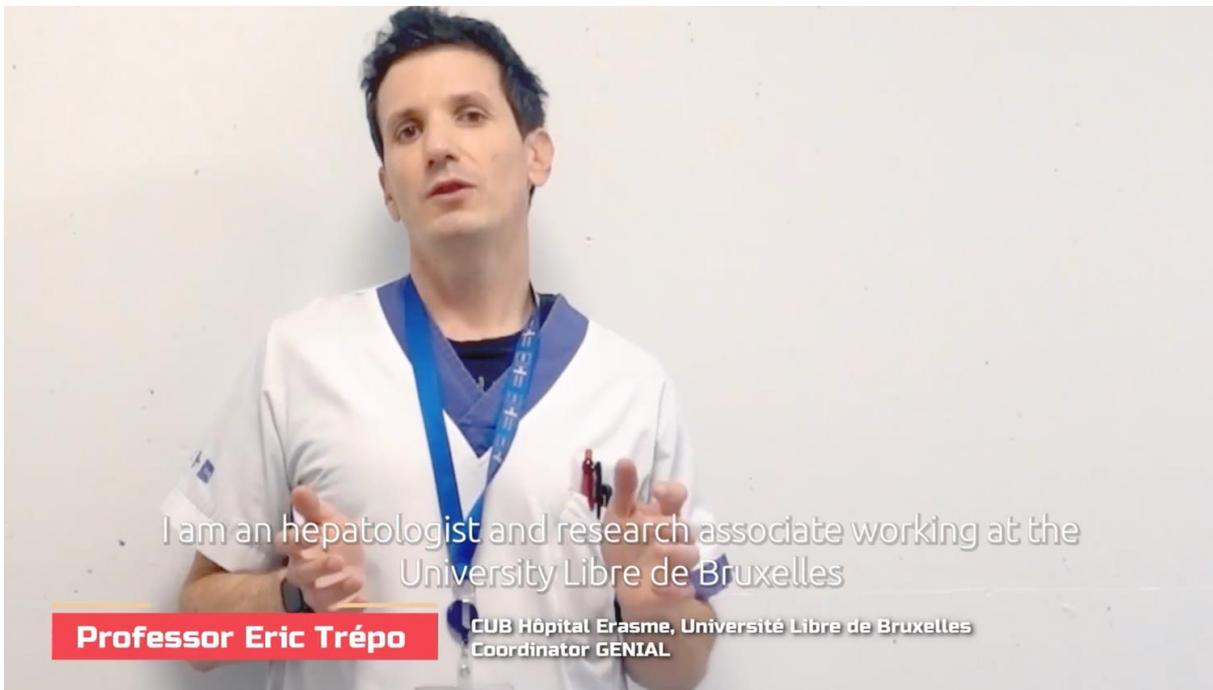


Figure 4 Prof Eric Trepo (GENIAL)



Figure 5 Dr Mehrnaz Shamalnasab (DISCERN)



Figure 6 Prof Ieronymos Zoidakis (ELMUMY)



Figure 7 Prof Susana Puig (MELCAYA)

4. Presentation of the “Understanding” cluster objectives.

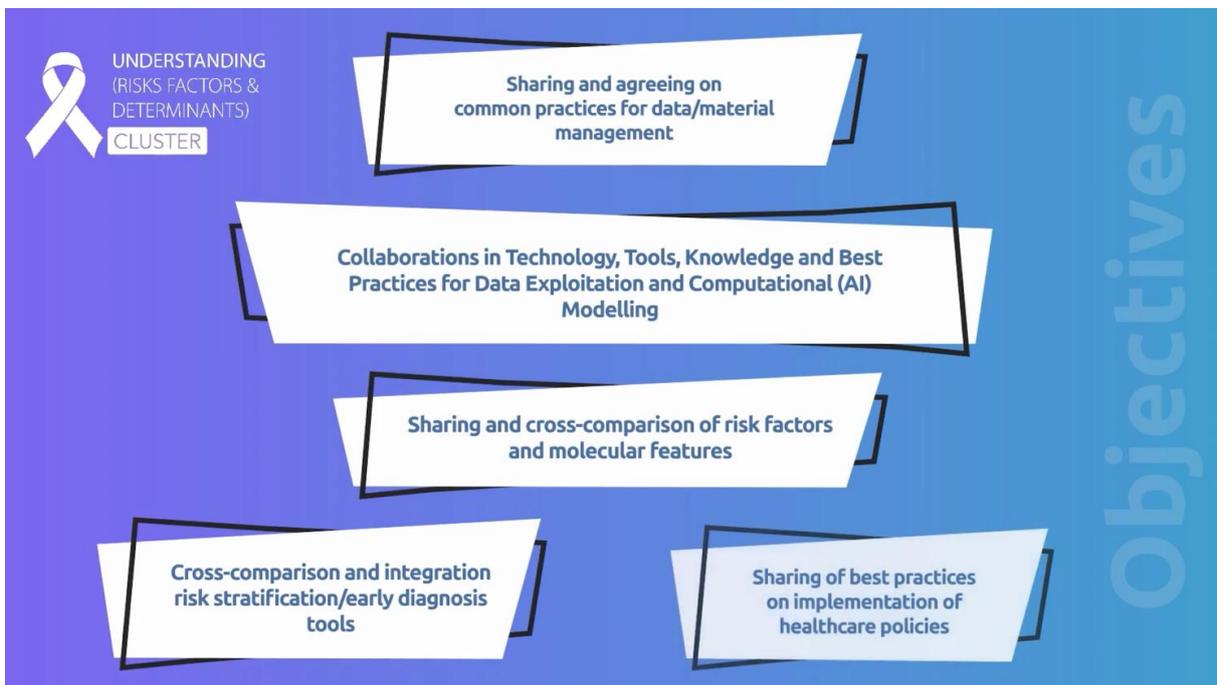


Figure 8 "Understanding" cluster objectives

5. EU funding acknowledgement scene.



Figure 9 EU funding acknowledgement

6. Closing scene (acknowledgements to the producer of the video and HaDEA).

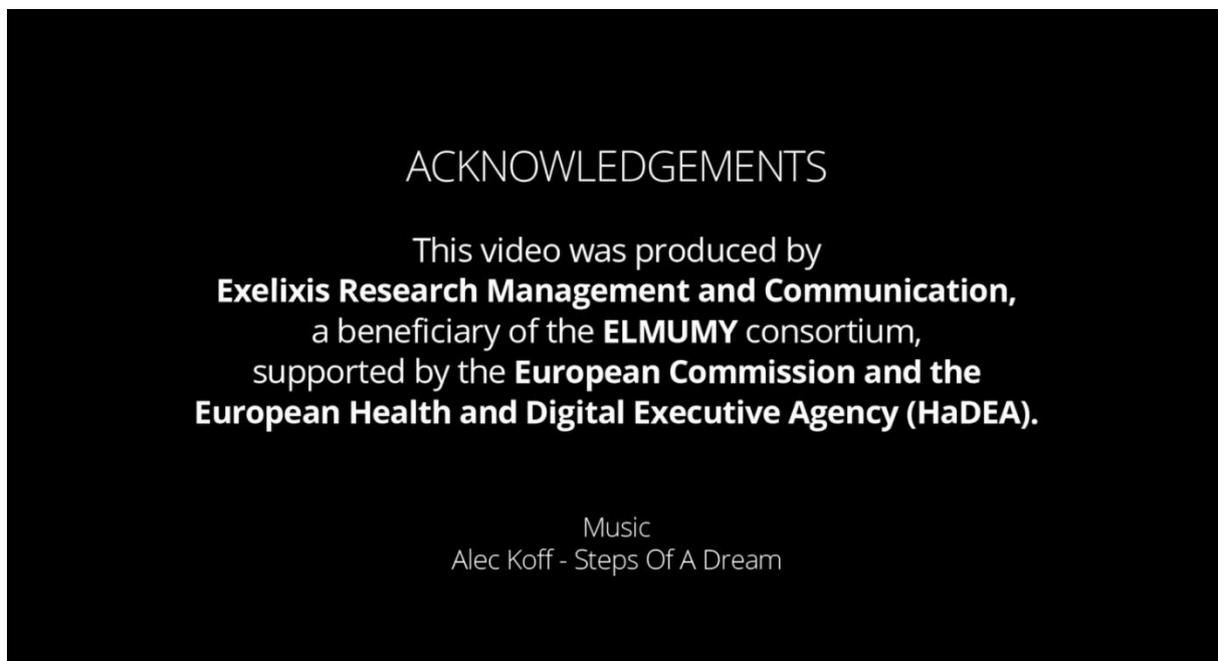


Figure 10 Acknowledgements

3 Brochure

URL: <https://www.elmumy.eu/post/understanding-risks-factors-determinants-cluster-brochure>

The brochure allows us to condense important details about the 5 research projects into a compact and easily digestible format. Researchers can distribute the printed brochure at conferences, workshops, and networking events to facilitate discussions, collaborations, and connections with peers, organizations, and potential partners or use its digital version via their social media and electronic email.

Content of the two-fold brochure:

1. Front and back cover include the logos and the website addresses of the five “Understanding” cluster projects, EU funding acknowledgement and disclaimer and a short reference to the goal of the *EU Mission on Cancer* programme.



Figure 11 Front and back cover of the brochure

2. The inside section of the brochure includes a description of the five projects.

The **'Understanding (risk factors & determinants)' cluster** consists of **five projects** that received funding from the European Commission through the **Horizon Europe's Mission Cancer programme** (HORIZON-MISS-2021-CANCER-02-03).

The Mission Cancer programme aims at better **understanding** the impact of risk factors and **health** determinants on the development and progression of cancer.

<p>GENIAL</p> <p>Understanding gene environment interaction in alcohol-related hepatocellular carcinoma</p>	<p>LUCIA</p> <p>Understanding lung cancer related risk factors and their impact</p>	<p>ELMUMY</p> <p>Elucidation of risk factors and health determinants associated with progression of monoclonal gammopathies to multiple myeloma</p>	<p>DISCERN</p> <p>Discovering the causes of three poorly understood cancers in Europe (renal, pancreatic and colorectal)</p>	<p>MELCAYA</p> <p>Novel health care strategies for melanoma in children, adolescents and young adults</p>
<p>The GENIAL consortium brings together partners with unique expertise in clinical hepatology, as well as artificial intelligence to improve diagnosis of ALD-HC. The identification of environmental factors and genetic variations promoting alcohol-related hepatocellular carcinoma (ALD-HCC) will enable the development of targets and associated models enabling early-stage detection of individuals at risk of developing alcohol-related liver cancer thus improving drastically curative options and prognosis for patients.</p>	<p>The consortium's goal is to improve the early detection and management of lung cancer by in depth study of risk factors from exposure to individual biology, in order to improve prevention strategies, provide policy recommendations, help implement screening programs, improve diagnosis and enable precision medicine approaches.</p>	<p>ELMUMY proposes an interdisciplinary approach bringing together clinicians and researchers aiming to integrate epidemiological, clinical and experimental datasets in order to create a molecular model of cellular processes associated with the onset of active MM and response to therapy. The integration of lifestyle, clinical and omics information will provide specific profiles for each patient allowing personalized diagnosis, prevention, and therapeutic approaches.</p>	<p>Discovering the Causes of Three Poorly Understood Cancers in Europe (DISCERN) is a five-year project of the European Commission Cancer Mission to understand the causes of renal, pancreatic, and colorectal cancer in Europe and to help explain the geographical distribution of these cancer types, including their high incidence in central and eastern Europe.</p>	<p>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. Against this background, the MELCAYA project aims to understand risk factors and determinants of melanoma to improve the prevention, diagnosis and prognosis of melanomas in CAYA.</p>

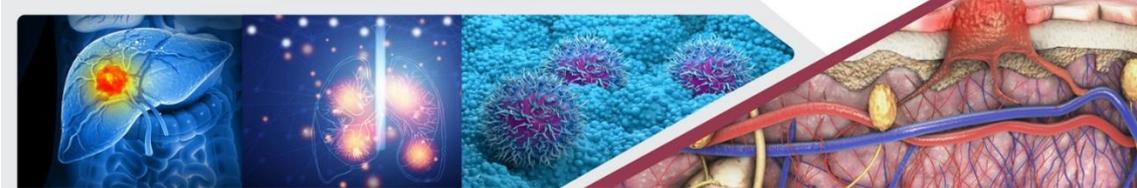


Figure 12 Inside section of the brochure

4 Conclusions

The purpose of this document is to describe the “Understanding” cluster promotional material (video and brochure), which together with all the projects’ websites, will be used as dissemination tools to maximize the influence of the cluster’s promotion.