



Comprehensive Cancer
Infrastructures 4 Europe



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CCI4EU

Comprehensive Cancer Infrastructures 4 Europe

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1. Introduction

Communication, dissemination and exploitation are a core part of the CCI4EU project to ensure that the CSA activities, resources and results are communicated to the relevant stakeholders in a clear, consistent, and effective manner.

The aim of this Dissemination, Communication and Exploitation Plan (DEC-Plan) is to outline the CCI4EU Communication Strategy, by analysing the objectives of the CCI4EU CSA and tailoring a strategy geared towards maximizing the CSA impact; increasing its visibility; disseminating CSA advancements and ensuring result exploitation.

The structure of this DEC-Plan consists of the following:

1. Project Background & Objectives – Where are we now?
2. Communication & Dissemination Objectives – What do we want to achieve?
3. Strategy – How do we get there?
4. Action Plan – What do we need to get there?
5. Quality Control – How do we monitor performance?

The CCI4EU DEC-Plan should be understood as a living document. Accordingly, an updated version of the document will be published periodically to allow it to evolve over time, as a result of new or emerging information and opportunities.

2. Project Background & WP8 Outline

There is a large variability among (and within) MSs in the presence, functioning and performance of Comprehensive Cancer Infrastructures (CCIs).

CCI4EU will support MSs and ACs in improving or developing their existing or future CCIs, focusing on developing their research innovation and digital-related capacities and their integration with cancer care.

We propose a tailored Capacity Building (CB) Programme to achieve that 90% of cancer patients are treated in CCIs by 2030.

It follows that CCI4EU has the following project objectives:

- To finalize a standardised matrix of cancer research/care performance indicators, and a CCI Maturity Model (CCI MM), to be used to analyse the maturity of CCIs across the EU.
- To map the maturity of CCIs across all EU MSs according to the agreed matrix of cancer research/care performance indicators; thereby clustering CCIs according to maturity.
- To plan a CB Programme tailored to each identified CCI, and further customising tailored interventions (in agreement with the relevant public authorities), giving precedence to those MSs and a few ACs with absence of, or a low maturity of, CCIs.



- To identify and coach CB subject experts to deliver the onsite tailored interventions (‘Deep Dives’) and for online lectures and three F2F regional conferences.
- To execute the CB programme, covering all EU MSs and ACs at various levels of tailored intervention (all having access to online interventions, and some having onsite interventions according to a co-creation model), reporting on the impact and recommended sustainable follow-up actions for each CCI site.
- To disseminate and communicate to the relevant stakeholders (i.e., research and healthcare professional, policymakers, citizens including patients, patients’ associations, and informal caregivers) the CB lessons learned and best practices, to further exploit the CB beyond the project.

A dedicated WP8 - Dissemination, Exploitation & Communication will implement the measures needed to maximise the impact of the project.

WP8 is led by OECI in collaboration with all project beneficiaries.

Objectives of WP8 include:

- To develop, implement and update the dissemination and communication plan.
- To carry out all the editorial activities related to the communication and dissemination plan, whilst actively engaging the relevant stakeholders
- To liaise with the existing EU-initiatives, including the Mission on Cancer and the EBCP
- To liaise with representatives and authorities of the EU Member States and Associated Countries in order to implement and exploit the results of the project at National level

WP8 encompasses two tasks:

▪ **Task 8.1 Development and application of the Dissemination, Communication and Exploitation Plan DEC-Plan** (Lead: OECI, Partners: All)

This task will define the strategic framework to maximise the impact and the visibility of the project among all relevant stakeholders. The DEC-Plan will identify the target audiences among patients and their associations, health care professionals, health authorities at EU, National and Regional level, policymakers, and other relevant stakeholders. The appropriate communication channels, resources, and responsibilities will be defined to guarantee the development and maintenance of social media, website, the edition of communication materials, and the definition of KPIs. A videoconference platform will be available for general meetings of the project and for discussions among WPs.

• *Subtask 8.1.1 Development of communication channels & CSA publications*

This subtask is aimed at designing the project identity/brand and developing the communication channels and publications to be used to widely disseminate and communicate the project concept and potential benefits arising from the outcomes to the target groups (i.e. health authorities, patients’ and professionals’ organisations). The project identity and tools will be developed, as follows:

- Brand (including logo), brochure/leaflet, regular electronic newsletter (via Mailchimp) special articles/issues of the OECI Magazine;



- The CCI4EU Website;
- Social Media channels as LinkedIn, Twitter and Facebook will be employed through the OECI platforms in order to regularly disseminate news and results to the society and relevant stakeholders following a well-defined communication calendar;
- Communication material in digital format will be produced by OECI.
- *Subtask 8.1.2 Dissemination and outreach activities*
 Project developments and results are disseminated to the relevant audience using customized tools and channels. Peer-reviewed publications coming from the activities developed by each WP, and submitted to Open Access journals, will be regularly disseminated via the aforementioned channels. The OECI Oncology Days will host a dedicated European Cancer Session, where the main initiatives included in the Cancer Mission, including this CSA, will be invited to present a report. The Final Conference will be proposed as the main Scientific Conference of the OECI Oncology Days with the possibility to propose a Satellite Symposium, where all the main outcomes of the activities supported as part of the Cancer Mission may converge. All partners will be invited to promote the CSA at their main conferences, with particular attention to the Yearly Conference of ECPC and the ECO Summit. In order to maximise the dissemination activities and to create more formal links with other policy-oriented EC initiatives, a practical collaboration with the Communication WPs of UNCAN, JANE and CraNE JAs, EUonQoL, National Cancer Hubs, will be established. Regular reports will be shared with the Challenge Cancer EU Parliament Intergroup via the ECPC secretariat.
- **Task 8.2 Networking and bridging with the other European initiatives and National authorities**
 (Lead: SCIENSANO, Partners: ALL)
 This task provides an alignment of the CSA output with stakeholders' needs and expectations, and a strengthened collaboration among national cancer stakeholders and key EU counterparts. The aim of this task is to maximize the impact of the CSA by bridging with other ongoing EU cancer research projects. Key informants at national and EU level will give a forum of exchange on this CSA's progress, milestones and outputs. This will also allow collecting critical feedback on the quality and sustainability of the outputs.
 - *Subtask 8.2.1: Mapping relevant EU cancer research projects' contact points and development of the project's external communication list.*
 National EC contacts and focal points will be key informants in making the relevant links between the CSA, the EC and the MSs.
 - *Subtask 8.2.2: Outreach to representatives of European initiatives to identify synergies across project activities and optimal use of deliverables*
 - *Subtask 8.2.3: To activate the network of interested EU, national and regional policy makers, health professionals, patients' associations and researchers, policy dialogues*
 Specific sessions during some of the main CSA events or hosted by all other participants following Year 1 as well as policy brief in Year 2. Those events will be merged with other yearly CSA events.



3. Communication and Dissemination Objectives

The DEC-Plan plays a key role in supporting the project in achieving its objectives. In this respect, this plan sets forth the following objectives:

- To increase the visibility and raise awareness on CCI4EU and its activities;
- To showcase how the CSA tackles current challenges and its positive impact on society, to attract potential beneficiaries/users of the project results;
- To engage with relevant stakeholders, pursuing valorisation of the CSA activities and outcomes and multi-stakeholder involvement;
- To build synergies with other EU-funded projects, foster collaboration, avoid duplication and ensure project exploitation;
- To widely disseminate CCI4EU results beyond the CSA consortium.

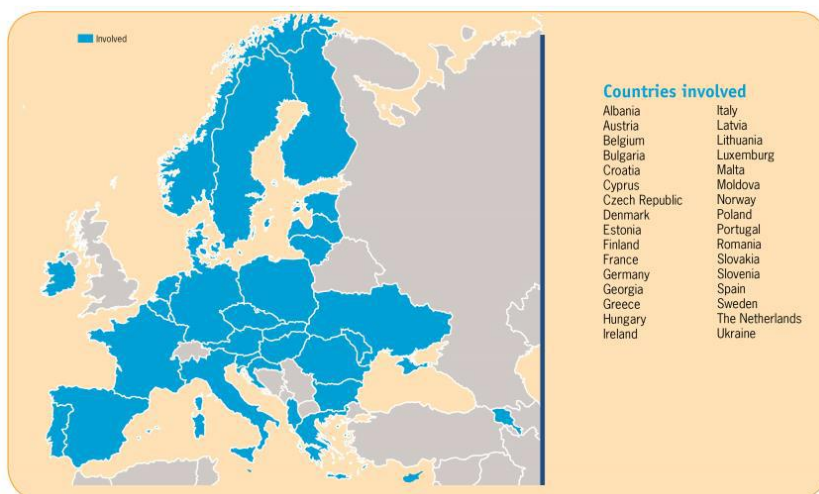
4. Strategy

The communication and dissemination channels outlined in this DEC-Plan are selected to convey key messages and outcomes of the project to the largest possible number of stakeholders and target groups.

This is to maximize the impact of the project at scientific, economic, and societal levels, thus contributing to the goal of the mission on cancer: "to improve the lives of more than 3 million people by 2030, through prevention, cure and for those affected by cancer including their families, to live longer and better".

CCI4EU brings together a well-integrated network of organisations with expertise across different fields.

The CCI4EU consortium covers all 27 (MSs) of the EU and five Associated Countries. CCI4EU includes some of the largest Comprehensive Cancer Centres in the EU, which have all the combined experience necessary to build capacity in less mature national and regional CCIs.



The consortium also includes major patient organisations throughout EU and research networks in several MSs.

It is led by OECI, which leverages the research and care experience and quality standards of 141 cancer centres across Europe and beyond its borders, with an accreditation system covering cancer research, education, and care.

Figure 1: CCI4EU Consortium

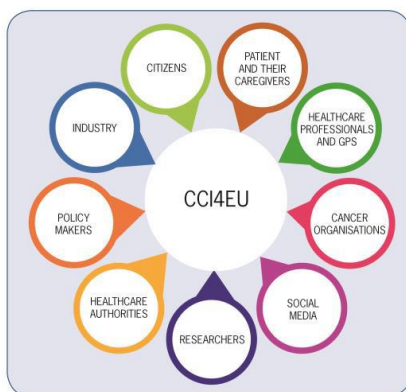


The consortium is well connected with the public health and research authorities in MSs and ACs to leverage their support for the change processes required in capacity building.

It also includes organisations responsible for the majority of available oncology training courses in Europe and is able to further this reach by making existing ‘in house’ courses in some centres available to wider audiences.

The entire consortium will be actively involved in the dissemination process to highlight the future exploitation of the CSA outcomes.

This CSA follows **EU’s Open Science policy**. As a result, the activities developed within WP 8 are geared towards maximising the impact of the outcomes of the CSA and exploiting its results as widely as possible.



Co-creation policy: from the beginning of the CSA, we will create a collaborative conceptual environment made up of experts and/or stakeholders and patients in order to ensure acceptability and uptake of project outputs.

Engagement & networking with relevant stakeholders: relevant stakeholders will be contacted for feedback collection. These include the EU Mission NCPs in every MS, as well as the major cancer mission related actions, regarding UNCAN CSA, JANE, CraNE Joint Actions, EUonQoL and the funded Coordination of National Cancer Hubs.

Figure 2: Co-creation policy

4.1 Target Audience

Good communication is about giving the right information to the right audience at the right time and in the right format.

Mapping all the stakeholders and their interest is of capital importance to achieving the CCI4EU’s objectives.

This detailed mapping allows for planning and designing targeted communication for each segment of the target audience from the onset of the project, and iteratively co-developing key messages.

The CCI4EU target audience will be mapped by WP8 as part of Task 8.1- Development and application of the DEC-Plan, led by OECI.

The table below provides an outline of the target groups we will aim at through tailored dissemination activities.

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Who?	Why?	How?
Patients and their carers (families & organisations)	<ul style="list-style-type: none"> • Knowledge sharing to reconnect patients and their caregivers with the EU policies • Support to the EC objective to ensure that 90% of eligible cancer patients have access to CCIs by 2030 	<ul style="list-style-type: none"> • Participation in the main cancer congresses of patient organisations; • OECI Oncology Days; • Dissemination through digital/printed editions, websites, social media, other digital communication channels (OECI Newsletter ...) • Final Project Conference, in conjunction with the OECI Oncology Days Event 2025
CCC and existing CCIs	<ul style="list-style-type: none"> • Development and adoption of Capacity Building Plan best practices; • Support to the dissemination of the training actions made available by the CSA 	<ul style="list-style-type: none"> • Networking & Joint activities • Joint webinars/workshops (in collaboration with the other WPs) • OECI Oncology Days Specific Sessions • Final CCI4EU conference
Cancer professional associations and cancer organisations	<ul style="list-style-type: none"> • Knowledge sharing, networking, new collaborations, use of project results; • Transfer of knowledge • Support to the implementation of capacity building actions, including training tools developed by the CSA 	<ul style="list-style-type: none"> • Participation to the main cancer congresses of professional organisations; • OECI Oncology Days; • Dissemination through digital/printed editions, websites, social media, other digital communication channels (OECI newsletter....) • Articles on scientific or dissemination Journals / Magazine; • Final Project Conference in conjunction with the Oncology Days Event 2025
Policy makers, including Health authorities, National cancer missions Hubs, Coordinators of the main Mission actions	Wide uptake of project results to increase awareness that inequalities in access to cancer care may be reduced by a better participation to the capacity building initiative and actions	<ul style="list-style-type: none"> • Networking & Joint Activities within cancer Mission funded initiatives such as UNCAN CSA, JANE and CraNE Joint Actions • Digital and/or paper media, website and other digital communication channel, magazines, brochures, leaflets • OECI Oncology Days; • Final Project Conference

Table 1: CCI4EU | Dissemination Plan

The CSA plans exploitation activities to facilitate the use of project results in all EU MSs and ACs:

Who?	Why?	How?
Policy makers, relevant EU, national and regional authorities	<ul style="list-style-type: none"> • Up-take of project results • Paving the way toward new policies and practices at EU, National and regional level • Identification of new funding opportunities 	<ul style="list-style-type: none"> • Project reports and recommendations. • Provision of CCI Maturity Model

	Comprehensive Cancer Infrastructures 4 Europe	 Funded by the European Union
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CCIs, researchers, clinicians, patients	<ul style="list-style-type: none"> • To scale-up development of CCIs • To provide training resources to CCIs teams 	<ul style="list-style-type: none"> • Resources centre • CCI MM • Webinar platform
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Table 2: CCI4EU | Exploitation Plan

Communication may not necessarily entail a direct and immediate benefit to the project, but to society at large. The communication actions will be embedded within the overall communication strategy around missions led by the European Commission, with particular regard to the Cancer Mission.

The communication plan is based on a clear identification of targets and measures as reported in the table below.

The objective is to increase the CSA awareness by reaching out to a broader public, including segments of society where dissemination actions are less effective.

Who?	Why?	How?
General public and other contacts at national and regional levels	<ul style="list-style-type: none"> • Up-take of project results • Paving the way toward new policies and practices at EU, National and regional level • Identification of new funding opportunities 	<ul style="list-style-type: none"> • Digital material on OECI, ECO and ECPC • social media (LinkedIn, Twitter) and eventually socials of all other partners and website; • OECI Magazine; • Leaflets
Patients and their representatives	<ul style="list-style-type: none"> • Co-design 	<ul style="list-style-type: none"> • Digital material on OECI, ECO and ECPC • social media (LinkedIn, Twitter) and eventually socials of all other partners and website; • OECI Magazine; • Leaflets • Final Conference
Governments; Public and private funding agencies; Professionals not reached via dissemination activities	To spread and promote the project's results and benefits towards the target stakeholders to improve guidelines	<ul style="list-style-type: none"> • Digital material on OECI, ECO and ECPC • social media (LinkedIn) and website; • OECI Magazine; • Leaflets • Final Conference

Table 3: CCI4EU | Communication Plan

4.2 Networking and bridging with other European initiatives and national authorities

The consortium members are collectively involved in many other EU-funded activities, in particular ECHoS, CraNE, JANE, UNCAN, EUonQoL, canSERV, CanHeal.

Sciensano, who is leading Task 8.2 - Networking and bridging with the other European initiatives and National authorities, will carry out a mapping exercise geared towards mapping existing relevant EU projects and initiative's contact lists to facilitate easier collaborations.



Possible links to ongoing mapping exercises from EU initiatives – e.g. ECHoS D4.2 List of initiatives with envisioned synergies. Horizons project under the Cancer Mission ongoing in Belgium will also be analysed to implement a similar mapping at EU level. The final output of this exercise will be to produce an external communication list.

Upon completion of the external communication list, three forums will be set-up by grouping together the different audiences mapped, as part of Subtask 8.2.2:

- A **Project Forum** will be set-up in collaboration with the other CCI4EU WP leads. All relevant European initiatives and projects will be invited to participate to present and discuss activities and share experiences and results. This will improve collaboration and build on previous work done, as well as sharing experiences on challenges and issues in relevant topics.
- A **Policy Forum** including national/regional policy makers in order to discuss needs, expectations, and other specific relevant topics.
- A **Stakeholder Forum** that includes all relevant and interested stakeholders, including national and regional policy makers; healthcare professionals; patient associations and researchers. This forum will aim at offering updates on the CSA progress, milestones and outputs, alongside bridging a gap between research and care.

4.3 CCI4EU Visual Identity

Visual identity is at the heart of establishing a coherent and consistent image for the CCI4EU CSA. In order to build project visibility across different stakeholders, to raise its presence and awareness, and to ensure consistency throughout the CSA duration, designing a brand identity of the project, i.e. project's logo and dissemination templates is the first task we accomplished. The Logo of the project was agreed upon in M1 of the project, and is described in Figure 3 below:

CCI4EU Logo



Figure 3: CCI4EU | Logo Description







The logo illustrates a flag in the wind carrying the acronym of the project name - CCI4EU - placed next to the writing “Comprehensive Cancer Infrastructure for Europe”. The colours used are blue and orange, in alignment with the colours of the European Union. From a conceptual standpoint, the logo was designed to with the purpose of conveying dynamism and energy - core principles necessary for capacity building and establishing comprehensive cancer infrastructures.

Font

Franklin Gothic Std Condensed

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Colors RGB		Colors CMYK	
	R 253 G 196 B 51		C 0 M 26 Y 85 K 0
	R 52 G 89 B 165		C 87 M 66 Y 0 K 0

4.4 EU Emblem

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate).

Annex 1, attached to this document provides a complete outline of the EC rules of visibility.

4.5 Online Presence

CCI4EU Website

Website Link: www.cci4eu.eu

The website serves as the first point of contact with the project for a wide audience, presenting its scope, activities and progress. At the same time, it represents the main communication and dissemination channel ensuring the visibility and outreach, regularly updating the audience on activities within the project, but also relevant news, documents and activities related to the topics relevant to CCI4EU. The website will be publicly launched on 30 October 2023.

Work on the website will continue throughout the project, incorporating content as soon as it becomes available. The design of the website is based on the following technical features and characteristics:

- A user-friendly and attractive interface, easy navigation, open to the public of potential users and different stakeholders
- Optimised in responsive mode for all types of mobile devices (phones, tablets for both iOS and Android operating systems)
- Fully accessible by all users



- GDPR compliant, including all GDPR-related features (privacy consent for all forms, consent for cookies on a first visit, etc.)

OECI Newsletter

The OECI Newsletter is an online bulletin designed to keep the European Cancer Community informed of the news and current affairs of the Organisation, and to further involve the OECI membership in the Grouping’s growth and development.

The OECI Mailing List comprises 2,500 contacts including:

- Senior leadership in OECI Membership
- OECI Accreditation & Designation Programme Network
- Prominent cancer stakeholders, including EC contacts, cancer organisations & associations, EC Project mailing lists

- ▶ OECI will produce a special OECI - CCI4EU edition dedicated to providing a general overview on project activities, news and updates annually for the entire duration of the project;
- ▶ News & Updates on the project will be circulated regularly via OECI newsletter, upon necessity, for the entire duration of the project;
- ▶ The newsletter will be disseminated via Mailchimp to the entire OECI Mailing List.

In addition, WP8 encourages all Consortium beneficiaries to brief their audiences on the main challenges and successes of the CCI4EU CSA via their own newsletters.

Social Media

The extensive use of social media is aimed at increasing the awareness of potential users, spark interest in the project, and encouraging target groups to take part in project events and download the project's outputs.

Each channel is intended to reach a specific audience, and the messages will be adapted accordingly. Social media is intended to act as an accelerator of the discussion; different social media channels will trigger snowball/networking effect and enable the project to reach beyond its ‘usual suspects’ audience.

Twitter

Hashtags: #CCI4EU; #CCI; #CapacityBuilding; #research #innovation #CancerMission #HorizonEurope

This channel is used for short news flashes, using a clear and crisp style, not too descriptive or institutional. Twitter allows the rapid communication between professionals, organisations and media.



Twitter is a major social media network used at the EU level within the European institutions, umbrella organisations and international organisations.

Offering only short messages – 280 characters – Twitter is known as a highly paced network demanding frequent activity and updates in order to maintain an active and attractive profile. Retweets enable sharing of interesting content generated by other users as well as the possibility to easily spread messages to a wide audience.

As Twitter is a high-paced social media network, around 3-5 posts will be published per month by all partners.

LinkedIn

Hashtags: #CCI4EU; #CCI; #CapacityBuilding; #research #innovation #CancerMission #HorizonEurope

Being a social network for professionals, LinkedIn allows the creation of dedicated communities and groups to discuss specific topics and spread information to a wide professional audience.

Selected articles, news pieces and other communications content will also be shared on this platform. Via LinkedIn, CCI4EU will seek to create a community to share experiences, events, studies, news and relevant information with peers.

The frequency of posts published by all partners is foreseen to 2-3 per month.

Social Media Main Contents

The above-mentioned social media channels will be used to maximise the visibility, dissemination and support the further exploitation process (when possible) of the following content:

- Project objectives, activities and benefits
- Presentation of CCI4EU partners
- Findings from reports and deliverables (storytelling style): e.g. What is a CCI? What is Capacity Building? What is the Maturity Model?
- Promotion of the CCI4EU three regional conferences
- Promotion of other CCI4EU events – Local events and Final conference – What are they about? Why you should not miss them? How can you participate? Who is attending (presentation of speakers)?

In addition, in order to maximize project visibility, WP8 highly recommends all consortium partners to constantly share news on the CCI4EU CSA on their own social media platforms using the hashtag #CCI4EU.

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4.6 Other Dissemination Tools

OECI Magazine

The OECI Magazine is an inclusive communication tool designed to promote OECI's mission. The Magazine is an independent source featuring news in the field of cancer; a glimpse behind OECI's running activities, updates on the latest EC actions and additional topics of interest for the whole European cancer community.

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- ▶ Two Special Editions of the OECI Magazine, exclusively dedicated to the CCI4EU project , will be published in Year 2 and Year 3 of the project
 - ▶ OECI will include news, articles & updates on the CCI4EU project biannually in the regular OECI Magazine editions

Events

Networks are created, consolidated, and grown by meeting other people. The most effective way to consolidate a network and to align a group's efforts in achieving a mutual goal is by holding internal meetings and events.

At the same time, the best way to grow a network is by attending and participating to external events. WP8 will endeavour to coordinate the involvement of the consortium in related EU forums, workshops, and other events when considered appropriate.

The events to promote the project include, among others:

- The OECI Oncology Days, the main OECI annual event, will host a dedicated session to present the state of play of some of the main projects related to the Mission on Cancer - including CCI4EU - every year throughout the whole duration of the project
- The European Cancer Patient Coalition (ECPC) yearly event
- The European Cancer Organisation Summit
- In addition, all partners will be invited to promote the event at their main conferences

Final conference

The final conference will provide a synthesis of the main policy and practice-oriented findings of the project, serving to increase the visibility of the project, foster the exploitation of results, and present it to the general public, target groups and relevant stakeholders.

The final conference will take place in M36 of the CCI4EU project within the framework of the OECI Oncology Days. It will include an expected attendance of at least 300 participants.



5. Action Plan

The CCI4EU DEC-Plan should be understood as a living document. Accordingly, it is planned to publish an updated version to allow it to evolve over time, as a result of new or emerging information and opportunities. This includes a yearly review and a clear communication policy for relevant audiences to target and the appropriate channels to use throughout the project duration. This also includes a communication calendar to be agreed upon and produced in collaboration with WP8 partners.

In addition, the project aims to proactively work in close alignment with all the WPs, as it supports their work (e.g. contacting relevant stakeholders), and also as a way to maximise their impact (e.g. dissemination in social media of academic outputs).

No.	Deliverable Name	Due Date
D8.1	Communication, Dissemination and Exploitation Plan	M6 30 October 2023
D8.2	Project's website	M6 30 October 2023
D8.3	Outcomes of communication & engagement activities	M36 30 April 2026
D8.4	Report on networking activities with the other funded initiatives and National authorities	M36 30 April 2026
No.	Milestone Name	Due Date
M8.1	Website, social media	M6 30 October 2023
M8.2	Policy-practice dialogues	M24 30 April 2025
M8.3	Proceedings of Final conference	M36 30 April 2026

Table 4: CCI4EU | Project Deliverables & Milestones

6. Quality Control

Sharing results and multiplying impacts requires input and close cooperation with other work packages and project partners. Whilst OECI is leading WP8, the core communication team will also comprise a representative from each WP of the project, who will be collaborating with WP8 throughout the whole duration of the project.

Guidelines

The DEC-Plan aims at providing guidelines for the project partners to ensure consistency and high quality of the materials produced within the project. Guidelines intend to provide instructions, templates and recommendations for smooth performance, consistency and efficiency of all communication and dissemination activities and products. In particular, Annex 1 to the DEC-Plan is designed to provide



partners with a set of rules of reporting and visibility, which must be applied for all the communication & dissemination activities carried out.

Open Access

This CSA will adhere to the EU’s Open Science policy, to boost the impact of CCI4EU results by sharing them since project start as openly as possible, as closed as necessary:

- **Open methodology:** results will be made at all levels comprehensible and reproducible for external researchers;
- **Open data:** CCI4EU will participate in the EU Open Research Data scheme adhering to the EC rules to facilitate open research data;
- **Open access and review:** CCI4EU will provide free access to all peer-reviewed publications by either gold or green Open Access. To facilitate access, all publications links will also be available on the project website and ZENODO;
- **Open educational resources:** the educational material delivered via the e-ESO platform, further to live events, will be extracted and re-published as open access material.

KPIs

Regular monitoring and evaluation activities will be conducted to measure gains and successes and provide information about progress with implementation. The CCI4EU KPIs shall be thoroughly monitored and measured on an annual basis. A reviewing process involving the CCI4EU Executive Committee will ensure a revision of the KPIs so that they are realistic and relevant, in compliance with the development of the project. It follows that the metrics treated in Table 5 may be subject to variation as a result of the annual revision process, so as to adapt and improve performance and project impact.

Communication and Dissemination Indicators	
Tool	KPI
Social Media	<ul style="list-style-type: none"> - At least 40.000 followers on Facebook & Twitter - At least 10,000 followers on LinkedIn
Leaflet	At least 2 leaflets released - 5,000 copies
Final Conference	<ul style="list-style-type: none"> - At least 300 participants - At least 60 representatives of cancer patients’ organisations
OECI Magazine	<ul style="list-style-type: none"> - Min. 8 articles in regular OECI Magazine Issues - Min 2 OECI Magazine Special Issues (Year 2, Year 3)
Events	<ul style="list-style-type: none"> - 9 relevant events (3 OECI; 3 ECO; 3 ECPC) – Exp. 2400 participants - 7 targeted events organised by the CSA WPs - 3 joint events with other actions
Joint peer-reviewed publications	3

Table 5: CCI4EU | Communication and Dissemination KPIs



7. Conclusions

This plan defines the communication and dissemination strategy that will be implemented to increase the impact of CCI4EU project.

Difficulties and risks might arise along the way due to the fact that CCI4EU project joins several partners from different backgrounds.

Also, there might be risks that depend on the performance of different actions. In this section, we try to evaluate those risks before they come in order to set preventing measures.

Risk	Degree of Likelihood	Degree of Severity	Mitigation Measure
Low impact of dissemination activities	Medium	Medium	Review the plan and activities based on KPIs analysis
Low involvement of the partners in communication activities	Medium	Medium	Partners expertise in the field and development of key messages, communication rules & procedures, tools and events will ensure meeting the KPIs

Table 6: CCI4EU | Risks and Mitigation Measures

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Annex 1 | Reporting & Visibility Rules

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):



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