



**Intelligent ecosystem to improve
the governance, the sharing, and the re-use
of health data for rare cancers**

Deliverable 11.1

Plan for communication, dissemination and exploitation activities

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Addressees of this document

This document is addressed to the whole IDEA4RC Consortium. It is an official deliverable for the project and shall be delivered at the European Commission and appointed experts.



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Abbreviations and definitions

Abbreviation	Definition
IDEA4RC	Intelligent ecosystem to improve the governance, the sharing and the re-use of health data for rare cancers
DoA	Description of the Action
CDE	Communication, Dissemination and Exploitation
IPR	Intellectual Property Rights
EURACAN	EUropean reference network for Rare Adult solid CANcers
ERN	European Reference Network



1 EXECUTIVE SUMMARY

Communication, dissemination and exploitation activities have the ultimate objective of fostering the progression from the results of the project toward its outcomes.

Starting from the outcomes envisaged in the DoA, the plan identifies the associated communication, dissemination and exploitation objectives and how the three activities interact with each other (Chapter 1).

The communication plan is described in Chapter 2, where target audiences and messages are identified and the strategy to deliver them is described. In the same chapter, we describe how communication will support dissemination and the fulfilment of the stakeholder engagement plan (D10.2). Finally, the chapter contains a list of online and offline tools that will be set up.

Chapter 3 and 4 contain a preliminary description of dissemination and exploitation strategies, which will be updated during the development of the project.

Chapter 6 describes the visual identity of the project. Chapter 7 lists a set of evaluation measures to monitor communication activities.



2 MOTIVATIONS AND OBJECTIVES

The overarching objective of IDEA4RC is enabling the re-use of quality health data by researchers in the rare cancers domain and beyond, which is currently undermined by lack of interoperability and by the difficulties encountered to comply with EU data protection requirements when sharing health data.

To overcome these hurdles, IDEA4RC plans to develop a new IT infrastructure that implements data protection and privacy by design and by default required by the EU regulation and complies with the FAIR principles of scientific data management. The system will be tested in pilot projects carried out in the clinical centres involved in the consortium. The pilots will address specific research questions about the natural history of rare cancers, new prognostic and predictive factors and treatment effectiveness.

IDEA4RC also plans to develop natural language processing models in order to extract information from unstructured data, such as clinician notes, pathology and imaging reports, which are currently underexploited. The models will be developed to analyse texts in languages beyond English, such as those spoken in the clinical centres involved in the consortium.

The long term impact of the project is to enlarge the uptake of the IDEA4RC ecosystem, in particular among the EURACAN centres, the European Reference Network for rare adult solid cancers. To achieve this outcome, a specific stakeholder engagement plan will be set up and carried out within the activities of WP10, Task 10.2.

A crucial step to achieve the aforementioned impact is to properly and effectively inform researchers, healthcare professionals (especially clinicians, data scientists and IT technicians) and legal and ethical experts (in particular those working as data protection officers in clinical centres) about the motivations, rationale and progress of IDEA4RC.



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These communities are highly multidisciplinary and thus the first objective of the communication activities will be to support dissemination activities and the deployment of the stakeholder engagement plan in order to translate into a non-technical language the results obtained in the different fields covered by the project.

Secondly, the communication activities will aim at informing citizens and patients about how IDEA4RC envisages to advance the knowledge about rare cancers, a group of diseases where data scarcity is particularly serious and where the possibility to analyse data from multiple centres can have a great impact on research.

The aim is to make citizens and patients gain insights about the role that IT technologies and machine learning algorithms can play in exploiting the power of health data in a fair and secure way. In particular, emphasis will be put on the efforts of the consortium in developing technological solutions with a responsible research and innovation approach through the involvement of social scientists who will foster a collective debate about the values that each stakeholder expects to be reflected in the IDEA4RC ecosystem so that those values can be taken into account since the initial development phase.

The communication plan will be updated and adapted according to the evolution and maturity of the project to ensure that the project activities and outcomes are widely spread among the target audiences in the most appropriate way.

Since communication activities start sooner than dissemination and exploitation ones, the latter being more focused on results and outcomes, this plan will present in more detail the communication strategy (Chapter 3), giving instead a high-level picture of what is envisaged for the dissemination and exploitation of the results in Chapters 4-5. We foresee updating the dissemination and exploitation strategies throughout the project. In Chapter 6, we describe the IDEA4RC visual identity and the materials available for the consortium to follow the brand guidelines. Finally, in Chapter 7 we present a set of measures to evaluate and monitor communication activities.



3 COMMUNICATION

3.1 Objectives and strategy

3.1.1 Objectives

Here is a summary of the communication's objectives

- inform citizens and patients about
 - the problems that IDEA4RC intend to address (scarcity of data when studying rare diseases, difficulties in the sharing re-use of quality health data about rare cancers due to lack of interoperability and legal and ethical requirements from the EU)
 - the tools that IDEA4RC partners intend to develop and how these tools will be tested on the ground
 - how the project intends to incorporate in its technological solutions the multiplicity of values and voices of the rare cancers stakeholders
- due to the high multidisciplinary of the project, part of the communication activities will support the dissemination objectives (making the IDEA4RC results known to the wider scientific community) by translating into plain language the scientific results obtained in each specific domain, to facilitate cross-dissemination and knowledge sharing. In particular communication will help to achieve the following objectives:
 - inform health authorities and professionals that IDEA4RC is developing new tools to (i) analyse large and diverse data set collected in different clinical centres in an IT environment that complies with the data protection and privacy by design and by default required by the EU (ii) extract information from unstructured data
 - inform clinicians that IDEA4RC will be developing a user friendly interface to facilitate research and to access information that could be taken into consideration during clinical decision making and multidisciplinary team discussions



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- support the stakeholder engagement plan and further exploitation activities, by developing contents directed toward different types of audiences

3.1.2 Strategy

Communication materials will adopt a simple language, avoiding the use of technical jargon. This will not only serve the general public but also facilitate the communication between different experts in the project and beyond.

The communication team will connect with the media and communication teams of each partner institution to spread and promote IDEA4RC news and updates on their websites and through their social media accounts.

Moreover, to multiply the impact on the people involved and enlarge the community reached by this effort, the IDEA4RC communication team will try to get in touch with organizations active in the different domains of the project to engage them in the spread of IDEA4RC news and events.

A preliminary list of these organizations includes:

- in the health data science domain: Observational Health Data Sciences and Informatics (ODHSI) and the European Health Data Evidence Network (EHDEN)
- in the data management domain: Confederation of European Data Protection Organizations (CEDPO) and its member organization
- in the rare cancer domain: Rare Cancers Europe, the European Head and Neck Society, ESMO
- in the data space domain: The International Data Spaces Association (IDSA) and related GAIA-X
- cancer patients advocacy groups

This list would be kept up to date during the course of the project, benefitting also from the collaboration with Task 10.2 (Community of Interest).



To pursue this strategy we plan to organize the communication activities according to the following timeline:

- In the **first year** of the project (M1-M12), communication activities will pursue the following objectives.
 - Spread the news about the start of the project and share background knowledge about what the project is about, what are the problems the project intends to address, so that when the first results are produced, one can refer to a set of basic contents that introduce relevant terms and topics. This activity is ongoing and is being carried out through in-depth interviews mainly with technical partners who are carrying out the initial project's tasks. From these interviews, contents will be produced and started to be published on the website from M9.
 - Look for networking opportunities (M7-M12): connect with communication and media relation officers of the different partners to share with them materials about the project so that they can spread the news through their institutional websites, social media accounts and eventually with local media; mapping institutions, societies and organizations which can help to spread the messages towards the different audiences.
 - Report on the co-creation workshops which will produce the first report on M12.
- During the **second and third year** of the project (M13-36), once the general architecture is outlined and the pilot projects start to take shape. In this phase communication will focus on on the following activities.
 - Description of the architecture and its main features.
 - Deployment of the ecosystem within pilot sites to address exemplary use cases, especially in the third year (in order to gain visibility at local level, communicating about the pilot projects in their local language will be taken into consideration, looking for the cooperation of partner institutions communication teams for translations.
 - Results from the NLP research, especially in the third year.



- Since the co-creation activities will continue throughout the project the communication team will keep the public updated.
- The **fourth year** will see the progress of the pilot projects and also the finalization of the exploitation prospects and potential adoption of the ecosystem from other centres. Communication will focus on the following topics.
 - Pilot projects development and first results.
 - Finalization of the ecosystem enlargement (which centers have been successfully engaged and expressed their intention to adopt the IDEA4RC ecosystem in the near future).

3.2 Messages and audiences

The communication activities aim at delivering the following messages to each audience.

- **General public**

IDEA4RC will widen expertise and background data to improve research on rare cancers.

Scarce interoperability and privacy preserving regulation hinder the sharing of health data among different clinical centres with the objective of using them to conduct research on several diseases. The stakes are especially high for rare cancers that would greatly benefit from large and diversified datasets. IDEA4RC aims at removing these hurdles by developing an IT infrastructure which harmonizes health data from different clinical centres so that they can be analysed. It will do so by embedding privacy and security requirements in the platform in a way that will respect the willingness to share expressed by various centres and the values and objectives they want to pursue in sharing the data.

Through the research and innovation funding scheme Horizon Europe, the European Commission supports the collaboration across EU member states which is crucial to obtain these advancements.

- **Patients**

Rare cancer patients should get the same level of care in whatever centre they initially turn to. IDEA4RC aims at sharing data and knowledge about rare cancers across clinical centres to advance research on these diseases.



- **Clinical and epidemiological researchers**

IDEA4RC will contribute to overcoming data scarcity, inhomogeneity and dispersion. Rare cancers suffer from scarcity of data more than others. Facilitating the aggregation and reuse of data collected in different clinical centres can improve and accelerate research. IDEA4RC aims at building an infrastructure which incentivizes and automatizes this sharing. The infrastructure will comprise a virtual assistant to make the selection, visualization and analysis of data accessible.

- **Data scientists** (clinical data, biomedical data)

IDEA4RC aims at increasing knowledge from unstructured data. Currently, a wealth of data collected in healthcare settings is not exploited due to its unstructured nature. Health reports are an example. Natural Language Processing algorithms are not yet optimized to extract knowledge from medical texts. Moreover, the available systems work only in English. IDEA4RC will develop such algorithms benefiting from the access to health reports from 11 clinical centres in the EURACAN network, the European Reference Network on rare adult solid cancers, and integrate them in the IT infrastructure it will develop to facilitate the secure and privacy preserving sharing of health data on rare cancers across those centres.

- **Legal and privacy experts and professionals** (legal experts, data protection officers working inside clinical centres and professionals working in data privacy certification bodies).

Embed privacy and data protection in IDEA4RC ecosystem: “IDEA4RC is building an IT infrastructure for health data sharing across clinical centres which embeds privacy and ethical requirements, and takes into account the attitudes of the different centres towards sharing. This infrastructure will ultimately facilitate the data agreement negotiations and finalization”

3.3 Communication Online tools

3.3.1 IDEA4RC website

The IDEA4RC website (<https://www.idea4rc.eu/>) will act as the communication hub of the project.



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The website design and structure will be underpinned by the criteria of:

- Usability. Clear and accessible structure
- Content updating
- Accuracy in the content suitability

We envisage the following structure:

- Home page: website header listing the seven main sections, a static picture containing a one-sentence description of the project with its logo, a wall where the latest contents from all the other sections will be displayed, a box asking user to subscribe to the project newsletter, a footer with funding information, social media links cookie disclaimer and privacy policy.
- Project: a short video summarizing the project, description of the working packages structure.
- Partners: list of partners involved in the project.
- News: news will cover events, meetings, results, pilot projects start and progress. This section will also contain “stories” (more in depth analysis, interviews, dialogues) and press releases. Possibility to filter different types of news.
- Agenda: consortium meetings, participation in conferences, co-creation workshops.
- Results: list of results produced by the project from the most recent to the least recent. Possibility to filter different types of results (publications or deliverables).
- Contact us: email addresses of the coordination team and of the communication team.

3.3.2 IDEA4RC newsletter




- Recipients will be collected through a submission box on the website and through active promotion in scientific societies, patients advocacy groups, professional organizations
- Frequency: one every two months.
- Content: updates about the project.



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3.3.3 IDEA4RC social media

Twitter		
	Account: @idea4rc Official hashtag: #IDEA4RC	Updates about the project, partners activity, events and meetings, pilot projects, in real-time if possible
LinkedIn		
	Profile: IDEA4RC	Main updates about the project, partners activity, events and meetings, pilot projects, to reach a wider audience
YouTube		
	Account: IDEA4RC	Sharing the introductory videos, interviews and dialogues, hosting live sessions if needed

3.3.4 How different types of contents address different communication objectives

Website will use plain language to keep contents accessible for a wider public.

The website will also serve the need of the different members to get updates in plain language about what other members are doing in different areas (all the deliverables will be accompanied by a summary in plain language). Also, specific communication initiatives (dialogues between partners or interviews) will be taken into consideration. Much of this dialogue is already happening in the internal meetings: these communication activities will make this dialogue to a wider community.



Type of content	Events to be covered
Press release	Consortium meetings, co-creation workshops, publications, participation to scientific conferences or policy meetings
News (around 600 words)	consortium meetings, co-creation workshops, publications, participation to scientific conferences or policy meetings, deliverables
Stories (1000-1500 words)	Features about specific topics, dialogue between partners, pilot projects
Social media card (visual summary of the content linked) – possibly animated (text appears – just to trick the algorithm)	Containing link to press releases, news, stories, updates
Newsletter	<p>List of short summaries of all the contents produced since the last newsletters (with links to the website).</p> <p>A press review of hot news in the field of healthcare data reuse and of rare cancers (including also news from other EU projects, especially those in the same cluster¹)</p>
Video	Description of the project, eventually video interviews or dialogues between partners

¹ Here we refer to the cluster of projects funded together with IDEA4RC under the topic “Innovative tools for use and re-use of health data (in particular of electronic health records and/or patient registries)” (a list is available at this link https://cordis.europa.eu/programme/id/HORIZON_HORIZON-HLTH-2021-TOOL-06-03)



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3.3.5 IDEA4RC videos

- Presentation video: short video (3 minutes) describing the main goal of the project, the tools it envisages to exploit and the novelty of its approach.
- Video interviews and dialogues:
 - interviews with partners conducted by the communication team about specific topics or deliverables
 - Interviews with partners conducted by the communication team about pilot projects
 - Dialogue between researchers to launch pilot projects

3.4 Communication Offline tools

3.4.1 Printed materials for consortium meetings and final event

A press-kit containing a short written description of the project, a leaflet/poster introducing the project and social media cards will be prepared in order to be shared with other interested organizations.

For the final event, leaflets and posters will be produced together with roll-ups.

3.4.2 Introductory slides

A few slides presenting the project for members to show in conferences or meetings they participate in.



4 DISSEMINATION

The first objective of the dissemination activities is to make the new knowledge generated by IDEA4RC known to the scientific community.

In particular, dissemination activities will target biomedical and engineering researchers interested in the clinical and technical challenges involved in data interoperability, sharing, pooling and usage (particularly, towards AI applications) in the rare cancer and rare diseases domains.

Dissemination will be conducted through publications of project results in relevant scientific journals and participation in conferences, in the biomedical/healthcare and in the engineering fields implicated in the project.

Publications will start after M12, when first project results will be available (from WP2) on the proposed structure for the Rare Cancers Data Ecosystem and on the results of the first co-creation workshops. After M30, publications will include technical results from WP3-WP7, and after M42 they will include knowledge derived from running and assessing pilot cases, developed in WP8-WP9.

Publications in the following journals and participation in the following conferences will be considered.

- In the data science and engineering domain: [Proceedings of the International Conference on Biomedical and Health Informatics](#) (IEEE), [Artificial Intelligence in Medicine](#) (Elsevier), [Neurocomputing](#) (Science Direct), [Future Generation Computer Systems](#) (Science direct), [Expert Systems with Applications](#) (Science Direct), [Soft Computing](#) (Springer), [Applied Soft Computing](#) (Science Direct), [Pattern Recognition](#) (Science Direct), [International Conference on Smart and Sustainable Technologies](#) (SpliTech), [Clinical Natural Language Processing Workshop](#), [BioNLP Workshop](#) associated to the Annual Meeting of the Association for Computational Linguistics



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- In the biomedical/healthcare field: ESO-ESMO-RCE annual Clinical Update on Rare Adult Solid Cancers, ESMO (European Society for Medical Oncology) Sarcoma and Rare Cancers - Annual Congress, ESMO congress, European Conference on rare Diseases, European head and neck society congresses, Italian head and neck oncology society, Italian sarcoma group annual meeting,
- Epidemiological and clinical journals: Lancet Oncology, European Journal of Cancer, Frontiers in Oncology, ESMO Open, Cancer, International Journal of Cancer.
- In the data privacy, protection and ethics: [Privacy Symposium](#) (participation of IDEA4RC members is already planned for the 2023 edition in Venice)

Up to M12, the dissemination activities will mainly concern the presentation of the project in conferences and workshops by the project partners . These activities will benefit from the help of the communication team. In particular, will produce summaries in non technical language about the project and main challenges to address, publish them on the website and then spread them through the network described in Chapter 3.

When available, publications will be uploaded on the project website with a short non technical summary. Some of the publications and deliverables will be highlighted in the News section of the website.

Finally, Horizon Europe guidelines on communication, dissemination and exploitation activities², include policymakers and authorities among the dissemination targets. IDEA4RC will be presented during the second edition of the Privacy Symposium in April 2023, which will also be attended by representatives from national and European data protection bodies and from the European Commission. The organization of a dedicated workshop to involve these representatives in the discussion about ethics and values around rare cancers health data sharing is being considered.

² Available at this link

<https://rea.ec.europa.eu/system/files/2021-11/Communication%2C%20Dissemination%20and%20%20Exploitation-2021.pdf>



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Also, the consortium will consider inviting representatives from those bodies to the final event of the project in order to update them about the results achieved.



5 EXPLOITATION

This section elaborates on the IDEA4RC preliminary exploitation plan and strategy, its phases and the associated activities that will be carried out in the task T11.3 (Exploitation strategies and plans), and which will be outlined in greater detail in the deliverable D11.3 (Exploitation prospects). This deliverable, due at M42, will be gradually prepared and updated well before the deadline, in order to maximize the exploitation levels of the project, from the involved stakeholders.

As the Commission has often pointed out, exploitation means *using* project results, and can include use for commercial purposes, but not exclusively: for instance, project results can also be used in further research, in public policymaking or many other ways. For this reason, the exploitation strategy will be largely based on what was described in the DoA, but with some refinements arising from the analysis of IDEA4RC results, potential users, and financial sustainability, if applicable. Moreover, as stated in the DoA, relevant exploitation plans to be implemented by IDEA4RC partners after the end of the project will start to be devised from month 12 and within the task T11.3 Exploitation strategies and plans.

The Exploitation Plan and Strategy of IDEA4RC has the objective to define the strategy to multiply the impact of the solutions or innovations of the project and will describe the activities to be undertaken (how and by whom) in order to ensure the exploitation beyond the project itself, following the approach as reported in figure 1.

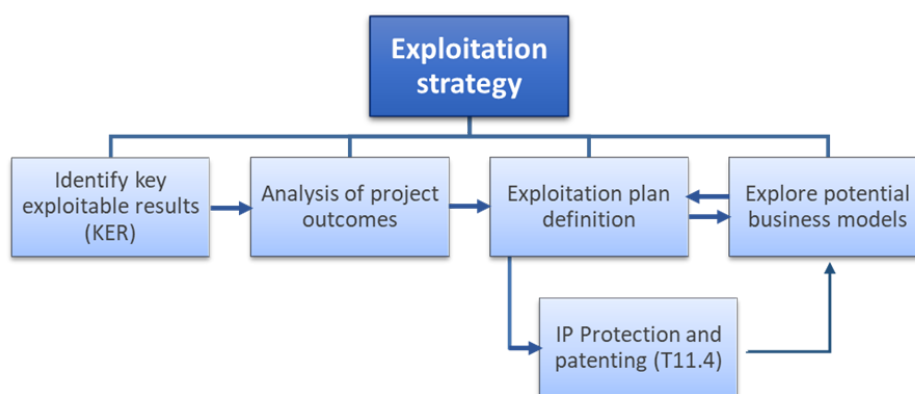


Figure 1 – Overview of the IDEA4RC exploitation strategy



Firstly, in order to maximize the exploitation levels of the project, starting from M12 the IDEA4RC consortium will identify - and possibly group into categories - the project's key exploitable results (both at the individual and overall project level) and their related exploitation mechanism, as provisionally devised in the Table 1.

Results category	Exploitation mechanism
Open specification	Research papers and projects
Technology prototypes	Commercialization
Lesson learned from pilots	Policy making and related stakeholders
Deployment guidelines	Protocols and guidelines
Business model	Business model canvas

Table 1 – Initial overview of the exploitable result categories and potential mechanisms

Then, the IDEA4RC exploitation plan will be defined, including analysis of IPR protection possibilities (D11.4) and market main drivers, and defining a proposal/ recommendation about the IDEA4RC potential exploitation options around two pillars activities:

- i. a **business planning** will be prepared for results with a market potential (e.g., relevant technical components and toolkit, knowledge assets or services);
- ii. a strategy for ensuring the **reuse** after the end of the project will be prepared for the other results (e.g., enlargement strategy, open SW, scientific dissemination); such a strategy will leverage communication team expertise and relevant communication tools developed. such a strategy will leverage communication team expertise and relevant developed communication tools.

Considering the business planning of commercial components, an initial **market analysis** for each (category of) IDEA4RC asset/product will be conducted, including, among others, *industry description, technology watch, customers analysis, competition analysis, product definition.*



Then, a **business model** and a **financial and sustainability plan**, based on the market analysis and the IPR Agreement (T.11.4) will be built in close collaboration with each components' owner within the consortium (*individual exploitation plan*). In this context, and starting from M12, each project beneficiary will be invited to fill in a form (with the main outline sections as reported in Table 2) to keep as a live document and to use as a guide to develop their own individual exploitation plan. Having this document completed for all the project partners will help to map the individual and joint interests of the consortium, and also avoid any potential conflicts in terms of IPR or joint ownership. In fact, it is important to note that individual exploitation plans do not exclude the possibility for partners to explore joint exploitation routes throughout the course of the project.

Partner: _____	
Organization profile	_____
Strategic focus areas	_____
How is IDEA4RC project relevant to your organization	_____
What results could be exploited?	_____
What approach to exploitation will be followed?	_____

Table 2 – Initial guide for individual exploitation plan

Moreover, during the T11.3 activities, the task leader (ENG) will also discuss with the other consortium beneficiaries and, in particular, with KER owners the possibility to benefit from the use of Commission's tool *Horizon Results Booster* to boost the exploitation potential of IDEA4RC results.



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6 VISUAL IDENTITY OF THE PROJECT

The visual identity of IDEA4RC includes all the elements that facilitate the universal visual identification of the project. To transmit a consistent brand image, all the communication and dissemination materials will be characterized by these elements. The whole consortium will use the logo and the templates built for this purpose.

6.1 Logo design and selection

In order to establish the IDEA4RC visual identity as soon as possible, the design of the project logo started before the kick-off meeting, which was held at the Istituto Nazionale Tumori in Milan on the 28 September 2022. The project coordination team asked Inference to elaborate a few proposals to be submitted to the whole consortium. Four logos were designed and submitted via a Google Form to all the partners who chose their preferred one. The logos aim at conveying the idea of data sharing and re-use in the countries of the European Union.

Logo #1 emphasized the European identity of the project: EU countries work together to find a way to share health data in a privacy-preserving and value-oriented regulatory environment.



Figure 2– Logo #1

Logo #2 emphasized the data sharing dimension, making use of the pervasive icon every digital user comes across multiple times in their everyday life.



Figure 3 – Logo #2



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Logo #3 emphasized the European dimension of data sharing. The dots which fill the European Union map are suggestive of the importance of aggregating individual data in a big and multidimensional database in order to extract knowledge on a group of diseases, rare cancers, which are rare and thus maximally benefit from this aggregation.



Figure 4– Logo #3

Logo #4 emphasized the importance of reusing data, referring to the objective of making the secondary use of health data a reality.



Figure 5 – Logo #4

6.2 IDEA4RC logo

The most voted logo was #2, and its choice was announced during the kick-off meeting. The name of the project forms the logo and conveys the idea of building something new (IDEA) and sharing (sharing icon) for a specific purpose (4RC - for rare cancers).

The logo development includes a main version and different variations that will serve to adapt the brand to the different offline and online materials.

The main colours are blue, pink and green. Additionally, several colour swatches have been defined to be used on the design of additional communication and dissemination materials.



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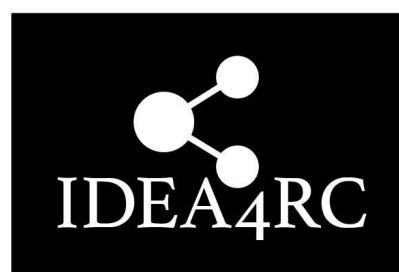


Figure 6 – Main IDEA4RC logo



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Figure 7 –IDEA4RC logo variations (horizontal)



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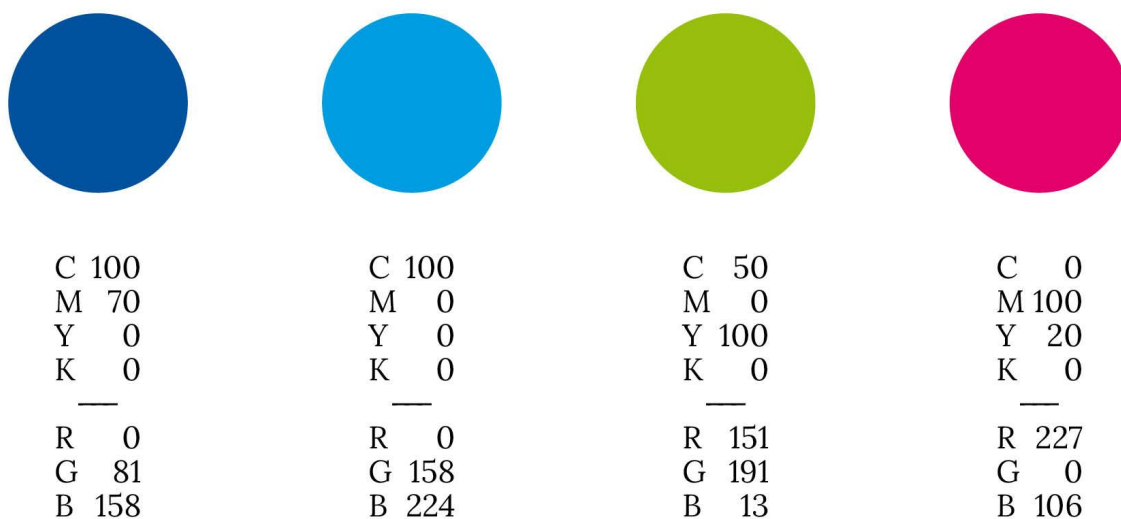


Figure 8 – Colour swatches



ABCDEFGHIJKLMNOPQRSTUVWXYZ OPQRSTUVWXYZ

Lora

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lora Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lora Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lora Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lora Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lora Italic

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Light Italic

Figure 9 – IDEA4RC typography

The typography chosen for the logotype is ATHELA REGULAR in capital letters. The official typography to be used in documents by all consortium are LORA and ROBOTO, two free usage fonts already distributed among the consortium and available online to be included in the website.



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6.3 Templates

Based on the logo, Inferenze (INF) designed the template for slides and public documents produced by the project. A preliminary version of the visual identity package was uploaded in the shared Google Drive folder, [here³](https://drive.google.com/drive/folders/16hKv7dZTC6yRqvwcqix7ouKNc8WLidrM), and will be updated by M9. The brand visual catalogue will be updated periodically.



Figure 10– Templates

³ <https://drive.google.com/drive/folders/16hKv7dZTC6yRqvwcqix7ouKNc8WLidrM>



7 EVALUATION AND MONITORING

Communication activities will be monitored according to the set of indicators KPIs shown in Table 3. They will be continuously monitored in time to adjust efforts and directions if needed.

Output	Measurement Unit	Target Value
Project communication strategy	-	1
Project website	-	1
Newsletter	Number of newsletters produced	20
Introductory video	Number of videos	1
Video interviews and dialogues	Number of videos	3
Activity in the IDEA4RC website	Nr of entries or	120 entries (at least two for each pilot project in local language)
Number of references to IDEA4RC in other websites	Nr of entries or publications	>25 (at least one mention in each partner institutions website)
Activity in IDEA4RC Twitter	Nr of posts in Twitter	at least 350
Activity in IDEA4RC LinkedIn	Nr of posts in LinkedIn	150
Project poster	Number of posters	4 (number of printed copies as needed)
Project leaflet	Number of leaflets	4 (number of printed copies as needed)
Project visual identity	-	1

Table 3 - Set of evaluation measures to monitor communication activities