

Contract no. 101137248

LWNVIVAT

Limiting West Nile Virus impact by novel vaccines and therapeutics approaches

ACTION: HORIZON-RIA

CALL: HORIZON-HLTH-2023-DISEASE-03

TOPIC: Pandemic preparedness and response: Immunogenicity of viral proteins of viruses with epidemic and pandemic potential

Deliverable D9.6 A dissemination and communication plan v1

Due Date of Deliverable	May 31 st , 2024	Completion Date of Deliverable	May 31 th , 2024.
Deliverable leading partner	IrsiCaixa	Author	Jorge Carrillo, Anaí Villanueva, Rita Casas and Elena Lapaz.
WP N°	WP9	WP Title	Communication and dissemination strategy.

Project starting date	01/12/2024	Project Duration	48 months
-----------------------	------------	------------------	-----------

Dissemination Level	PU	Public	X
	PP	Restricted to other programme participants (including the Commission Services)	
	RE	Restricted to a group specified by the consortium (including Commission Services)	
	CO	Confidential, only for members of the consortium (including Commission Services)	



TABLE OF CONTENT

1. EXECUTIVE SUMMARY	3
2. DESCRIPTION OF THE WORK	4
2.1 PHASES OF THE COMMUNICATION PLAN	4
2.2 LANGUAGE TO BE USED	5
2.3 DEFINITION OF TARGET POPULATION	5
2.4 OBJECTIVES, ACTIVITIES AND CHANNELS/TOOLS.	7
2.5 MESSAGES:	9
2.6 METRICS AND STATUS:	10
3. ANNEXES	11

1. EXECUTIVE SUMMARY

The present document is dedicated to the illustration of the **LWNVIVAT dissemination and communication plan**. The Plan is coordinated and executed by the Project Coordinator and the Project Manager coordinator with the help of the IrsiCaixa Communication Team and the participation of the Communication units from the rest of the partners. This ensures that no intellectual property, scientific results or strategically important decisions are compromised by untimely or incorrect communication.

The main objective of the plan is to establish a strategy **to raise awareness of the LWNVIVAT project and its outcomes**, as well as to define target goals that will provide feedback on the results of dissemination and communication activities.

The dissemination and communication strategy are based on a definition of **key target groups and their corresponding communication strategy**, key message and metrics of results, and has the goal of making the project visible to a broad audience. It is also designed to identify mechanisms to update key stakeholder during the project. The metrics used to evaluate the extend of the communication and dissemination actions are also considered in the present document. These activities will encompass complementary tools and channels (both offline and online) designed to achieve a dynamic and innovative approach for engaging key stakeholders.

The dissemination activities will be supported by communication materials, such as a website, leaflets, posters, publications, social media posts, and presentations. In addition, to facilitate communication, a graphical identity will be created, with a logo and templates for text documents and presentations.

This Plan intends to formalize the dissemination and communication actions planned for the project, to provide guidelines on the approach and to set out key dates associated with the planned dissemination and communication actions, to ensure the information is shared with the appropriate audience in a timely way and through the most effective means.

The specific objectives of the Dissemination and Communication Plan are:

- To establish and maintain mechanisms for effective and timely communication.
- To identify and inform stakeholders of the progress of the project and encourage interactions with them
- To coordinate all levels and types of communication in relation to the project
- To establish objectives for the dissemination activities and to collect feedback on their results
- To increase the impact of the project, not only in the academic field, but also in societal areas (e.g. health, public services, and education) and economic areas (e.g. innovations, budget savings, and jobs).

The Dissemination and Communication Plan is envisaged as a **living document which will be updated and enriched** according to the forthcoming contributions of the partners, metrics, and target population feedback. Therefore, it will be revised and adapted during project development. A preliminary strategy will be delivered at M6 and the final Dissemination Strategy will be delivered by M36.

2. DESCRIPTION OF THE WORK

The LWNVIVAT Dissemination and Communication Plan and the corresponding activities are part of the Work Package (WP) 9 and links all WPs of the LWNVIVAT project. It addresses various levels of stakeholder engagement and is defined in collaboration with the consortium partners. In addition, it includes Responsible Research and Innovation (RRI) activities, focused on the improvement of vaccine acceptance by the society.

2.1 Phases of the communication plan:

The communication plan is organized in four stages:

<i>Phase</i>	<i>Description</i>	<i>Start month</i>	<i>End month</i>
1. Planning Phase	<i>It will consist of planning the activities to be developed, which encompass from developing the project website to supporting social media, among others. A series of activities will be developed in association with the consortium communication leads aimed at proactively extending the stakeholder network and monitoring, evaluating and refining the tools and channels used to reach key audiences.</i>	1	6
2. Implementation Phase	<i>In this stage the dissemination strategy will see continued and growing awareness and provide access to the early outputs of the project through the provision of deliverables in downloadable format on the website and of outreach news posted on the website using accessible language with key concepts and concise articles. Similarly, the project will be actively broadcast through scientific networks and presented at numerous related conferences, such as The European Congress of Immunology (ECI), the Congress of the European Society of Clinical Microbiology and Infectious Diseases (ESCMID, or the International Symposium on Hepatitis C Virus, Flaviviruses, and Related Viruses, among others. This engagement will be actively pursued throughout the duration of the project.</i>	7	48
3. Monitoring Phase	<i>Carefully analyse and assess the impact and success of dissemination activities against pre-established key performance indicators (KPIs). In this phase, the evaluation of the metrics and the feedback from the consortium partners will be very important.</i>	7	48
4. Sustainability Phase	<i>Identify and set up the mechanisms needed to ensure persistent and long-lasting visibility of LWNVIVAT outcome and guiding the consortium towards successful joint exploitation of results.</i>	30	

Table 1. Phases and timeline of the communication plan.

2.2 Language to be used:

The communication actions will take place in English or the local language of the country depending on the target audience and channel. On the one hand, when the audience is the scientific community, the main language will be English. On the other hand, for local dissemination of activities in which the audience is general public, communication actions will be in the local language (i.e. Catalan or Spanish in the case of IrsiCaixa). The website content will always be available in English.

2.3 Definition of target population:

The identification of the major stakeholder groups, and analysis and identification of mechanisms for stakeholder engagement and coordination will be an ongoing activity, particularly throughout the initial phase of the project. The target groups that might be interested in the present project include:

- The scientific and clinical community involved in infection diseases, immunology and neurology, with a particular interest in flaviviruses, vaccines and therapeutic antibodies.
- Regulatory agencies, including both national [e.g. AEMPS (Spain), ANSM (France), BfArM (Germany), DKMA (Denmark)] and international agencies [e.g. EMA (Europe), FDA (USA), PMDA (Japan)].
- Policy makers at local, regional, national or international levels.
- Healthcare systems and providers.
- Pharma Industry, particularly vaccine industry and their associations (e.g. Vaccines Europe), along with Contract development and manufacturing organizations (CDMO).
- Patient organizations and scientific societies [e.g. the National Foundation for Infectious Diseases (NFID)(USA), International Society of Infectious Diseases (ISID) (USA), the European Clinical Research Alliance on Infectious Diseases (ECRAID), among others].
- The public at large.

	Main Group	Specific key target group	What can they bring to the project?	How Can the project may be of interest to them?
Internal audience	Project partners	• Researchers and knowledge-generators • Administrative and logistics members	They develop the project activities. Increase the visibility of the project and its results.	They will gain experience in their fields, participate in networking actions, share knowledge with peers around EU.
	Related EU	• Officers and policy makers	Verify the project is conducted according to the original plan and grant agreement. Provide feedback on deliverables, milestone and output to increase the impact of the project.	They will improve their scientific knowledge on vaccines, and immune responses to flaviviruses, as well as on the generation of therapeutic antibodies and their mechanism of actions. They will learn about new methods to bring solutions to medical needs. They will increase their knowledge about Europe scientific environment.
External audience	Academia	• Members of scientific advisory committees, counselling boards • Researchers and research groups • Scientific societies	Relevant feedback on scientific aspect Empirical confirmation of project results.	They will improve their scientific knowledge on vaccines, and immune responses to flaviviruses, as well as on the generation of therapeutic antibodies and their mechanism of actions. They will learn about new methods to bring solutions to medical needs.
	Policy makers	• Policy makers at different administrative levels (local, regional, national or international)	Relevant feedback on implementation, exploitation and funding aspects.	They will improve their scientific knowledge on vaccines, and immune responses to flaviviruses, as well as on the generation of therapeutic antibodies and their mechanism of actions. They will be informed about novel solutions for prevent and treat West Nile fever.
	Regulatory agencies	• National and international regulatory agencies	Relevant feedback on implementation and regulatory aspects.	They will improve their scientific knowledge on vaccines, and immune responses to flaviviruses, as well as on the generation of therapeutic antibodies and their mechanism of actions. They will be informed about novel solutions for prevent and treat West Nile fever.
	Healthcare systems and providers	• Public and private healthcare systems. • Hospitals and physicians	Relevant feedback on implementation, exploitation and funding aspects.	They will improve their scientific knowledge on vaccines, and immune responses to flaviviruses, as well as on the generation of therapeutic antibodies and their mechanism of actions. They will be informed about novel solutions for prevent and treat West Nile fever.
	Public	• At different administrative levels (local, regional, national or international). • Children at school • Patients organizations.	Relevant feedback on implementation and exploitation aspects.	They will improve their scientific knowledge on vaccines, and immune responses to flaviviruses, as well as on the generation of therapeutic antibodies and their mechanism of actions. They will be informed about novel solutions for prevent and treat West Nile fever. Increase awareness on the importance of conducting research in emerging pathogens with particular focus on the development of novel vaccines and therapeutics.
	Industry	• Pharma Industry • Vaccine Industry • Contract development and manufacturing organization (CDMO)	Relevant feedback on implementation, regulatory, exploitation and funding aspects.	They will improve their scientific knowledge on vaccines, and immune responses to flaviviruses, as well as on the generation of therapeutic antibodies and their mechanism of actions. They will be informed about novel solutions for prevent and treat West Nile fever. They will be aware of new investment and business opportunities.

Table 2 Audience analysis

2.4 Objectives, activities and channels/tools:

2.4.1 Objectives

- To establish and maintain effective communication mechanisms: Develop channels and protocols for clear and timely communication within the project team and with external stakeholders, ensuring information flows efficiently.
- Identify and inform stakeholders: Identify all relevant stakeholders, including partners, funders, policymakers, and the public. Keep them informed about the project progress, milestones and outcomes, fostering engagement and collaboration.
- Coordinate communication efforts: Ensure coordination and consistency across all levels and types of communication, including internal communications among project teams, external communications with stakeholders, and public outreach efforts.
- Set Dissemination Objectives: Establish clear objectives for dissemination activities, defining target audiences, key messages, and desired outcomes. Monitor and evaluate the effectiveness of dissemination efforts and collect feedback to inform future communication strategies.
- Maximize Project Impact: Extend the reach and impact of the project beyond the academic realm to societal and economic domains. Promote the project's contributions to areas such as health, public services, education, innovation, budget savings, and job creation, enhancing its relevance and value to diverse stakeholders.

By addressing these objectives, the communication plan aims to enhance project visibility, engagement, and impact, ultimately contributing to its success and sustainability.

2.4.2 Activities

Relevant communication activities include:

- The generation of visual representations of information on WNV prototype vaccine (infographics). Interactive infographics could be a relevant addition to the website, making the data more accessible and interactive to present complex information quickly and clearly.
- Creating written and audiovisual materials to explain the scientific methods used in the project, along with basic concepts of virology and immunology, in a simple and comprehensible way. This approach aims to break down barriers between science and society and bring science closer to the general public.
- To provide effective support to dissemination and exploitation activities, and appropriate communication to target different stakeholders.
- To foster community intersectoral research on the issue of vaccines in the EU and worldwide. The consortium will promote interaction and synergies with other EC-funded projects to collectively explore and address lock-ins by designing and implementing an Impact Assessment Strategy assuring that impact barriers will be addressed during the different phases of the process.
- To gather feedback from relevant stakeholders through networking activities; and
- Monitoring and evaluating communication and dissemination activities.

2.4.3 Channels and tools:

Key communication channels encompass several platforms such the publication of scientific papers, preferably in open access journals, webinars, workshops, conferences and congresses (e.g. the ones described in table 1), events, website, press release, newsletters and social media.

- **Scientific papers:** Besides specific papers describing particular results generated during the project, a OneHealth position paper will be delivered by M36. Considering the importance of WNV as a consolidated global mosquito-borne zoonosis that is endemo-epidemic in Europe and the importance of this pathogen in both human and animal health, the WNV project fits perfectly into the OneHealth concept.

- **Workshops:** Knowledge mobilization and engagement activities will be organized with intersectoral and translational researchers from the consortium and different EC-funded projects and also with patients and relevant policy makers from public and private sectors interested in developing, accelerating and funding solutions for the West Nile Virus, networks, etc. A total of 3 workshops will be organized during the whole project: one at the early stage of the project, one during the research development and one at the end of the project. The results of these workshops will be used to improve the research design and/or to establish synergies with other initiatives who could already be addressing the solutions or could be willing to engage in new initiatives to address them.
- **Events:** In a significant step towards combating the West Nile virus, the kick-off meeting of the European project LWNVIVAT brought together over 30 researchers from around the world. Recently held in Barcelona, the team outlined their objectives and expressed their commitment to spearheading research and development efforts against the virus. During the kick-off meeting, participants shared insights into the 9 work packages and outlined the strategic roadmap that will guide the project's trajectory. The initial session focused on designing novel immunogens against the West Nile Virus, as well as the production, purification, and characterization of immunogens and the production and purification of VLPs. Following a coffee break, discussions covered immunogenicity prediction and studies of candidate molecules, the generation of novel monoclonal antibodies, studies in vivo, regulatory activities, GMP manufacturing plans, and the communication, dissemination, and exploitation of the project. Consortium meeting will be celebrated periodically (two per year) to facilitate the project follow up by the partners.

In addition, an outreach plan will be designed and implemented to engage school students as pro-active agents in designing strategies to increase vaccine literacy within the school's communities, and among families and neighborhoods. Educational guidelines will be facilitated, following the Care-Know-Do framework.
- **Project Identity (Logo):** Along with the logo several other images were also selected to support the establishment and visual enrichment of social media pages and the production of project documents' templates.

Curious about the meaning behind our logo? It depicts the transmission of the #WestNileVirus via a mosquito, leaving a trail symbolizing both an antibody and a vaccine —the solutions offered by LWNVIVAT against the disease.
- **Website** (<https://lwnvivat.eu/>) as describe in D9.5 Project website, the website will provide an online hub for information on the project. Project communication and dissemination materials, events and news will be posted on the website. Project partners will also promote the WNV prototype vaccine project and its website through their respective websites. The website will provide a clear navigation and content discovery route. These areas will be used to share news and events of interest to people concerned with new vaccine tools against pathogens for which there are no existing vaccines available so far and the development of project-related tools and services. The impact of the website will be assessed by tracking statistics such as webpages' hits and user's online feedback.
- **Twitter** (<https://x.com/lwnvivat>): Addressed mainly to internal and external audience.

Our strategy of LWNVIVAT in Twitter is to post project-related and intervention-related announcements, and also share topic-related articles. We will also share content related to West Nile Virus and immunology using audiovisual materials to accompany the Twitter posts. We have planned three twitter actions per month that have been schedule on Wednesday.
- **Newsletter:** addressed mainly to Consortium partners. Main content: the latest updates and important project-related matters. The internal newsletter will serve as a channel to share the latest posts from the website and social media, allowing consortium partners to interact and amplify their impact. Additionally, we will provide information related to project management, such as completed deliverables and upcoming tasks.
- **Mail** (lwnvivat-management@irsicaixa.es) and **Teams Files** were created to ensure transparent, efficient, and productive partnership communication with the consortium.

- **Corporate and printed materials:** with the help of the crafted visual identity, encompassing the logo and brand book, LWNVIVAT has developed corporate materials to enhance its visibility. These materials include presentation and document templates, as well as printable assets like roll-ups, flyers, and posters for events.
- **LinkedIn:** In the next steps we intend to create this social network to improve our presence on the networks.

The annex illustrates the channels and tools.

2.5 Messages:

LWNVIVAT will produce a rich and diverse series of outputs to be disseminated during the project lifetime.

<i>Topic</i>	<i>Messages</i>
WNV and immunology	<i>Structure and life cycle of the West Nile Virus, along with an overview of the immune system's functioning, including the roles of antibodies and cellular responses.</i>
WNV diversity and homology with other flavivirus	<i>Global diversity of WNV and the degree of homology with other related flaviviruses.</i>
Immunogen design	<i>Strategies for designing highly conserved WNV immunogens as soluble proteins or incorporated on the surface of Virus-like particles with improved immunogenicity.</i>
Immunogens production and purification	<i>Production and purification of WNV immunogens using processes compatible with an industrial scale-up.</i>
Immunogenicity assessment	<i>Comparative data on Immunogenicity assessment using the human tonsil system and animal models.</i>
Mechanisms of protection against WNV infection	<i>Role of vaccine-elicited antibodies and T cells protecting from WNV infection and neuroinvasion.</i>
Safety and efficacy of LWNVIVAT vaccine in preclinical animal models	<i>Safety and efficacy data of LWNVIVAT vaccine in immunized and WNV challenged mice.</i>
Therapeutic antibodies	<i>Therapeutic capability of anti-WNV monoclonal antibodies</i>
Vaccine literacy awareness	<i>Effect of educational school campaigns in vaccine literacy awareness</i>
Vaccine and antibodies implementation	<i>Definition of a WNV-vaccine and therapeutic antibodies product target profile for Emergency use</i>
Vaccine exploitation	<i>Design of a business plan for vaccine and antibodies commercialization.</i>

Table 3. Examples of message to be generated during LWNVIVAT project.

This LWNVIVAT Dissemination and Communication Plan includes dissemination and communication activities and tools and channels and matches them with target stakeholder categories and key performance indicators (KPIs). This Plan will be a reference framework for evaluating the impact of dissemination activities and will be updated and adjusted during the duration of the project as needed.

2.6 Metrics and status:

This part is aimed at evaluating the progress of the plan. The evaluation is an iterative process, because dissemination is not a one-time activity, but a process that involves a long-term relationship with users and partners. Continuous feedback helps members of the consortium appraise the effectiveness of their messages, such as what method or approach works best, or which method is the most efficient. Members of the consortium will use this feedback to improve the Plan.

We utilize metrics to analyze the impact of our publications on social media and our website, as well as to gauge community engagement. For Twitter, we rely on Twitter Analytics, and for our website, we utilize Google Analytics. These tools provide insights into post impressions, interactions, and the progression of our channels. When it comes to press media, we assess journalist interest and audience engagement through our clipping service, which captures all media impacts along with their value and audience reach. Regarding corporate visibility, we will calculate the number of printed materials such as flyers and roll-ups for events and conferences, as well as the usage of corporate templates for documents and presentations. As the project continues, we will enhance our metric-gathering tools and adapt to any emerging needs.

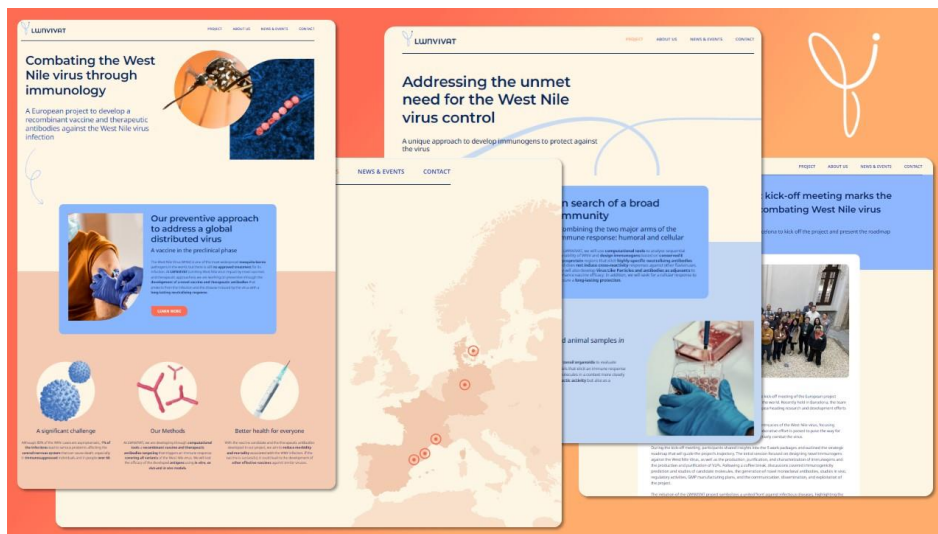
3. ANNEXES

Channels and tools:

Project Identity (Logo):



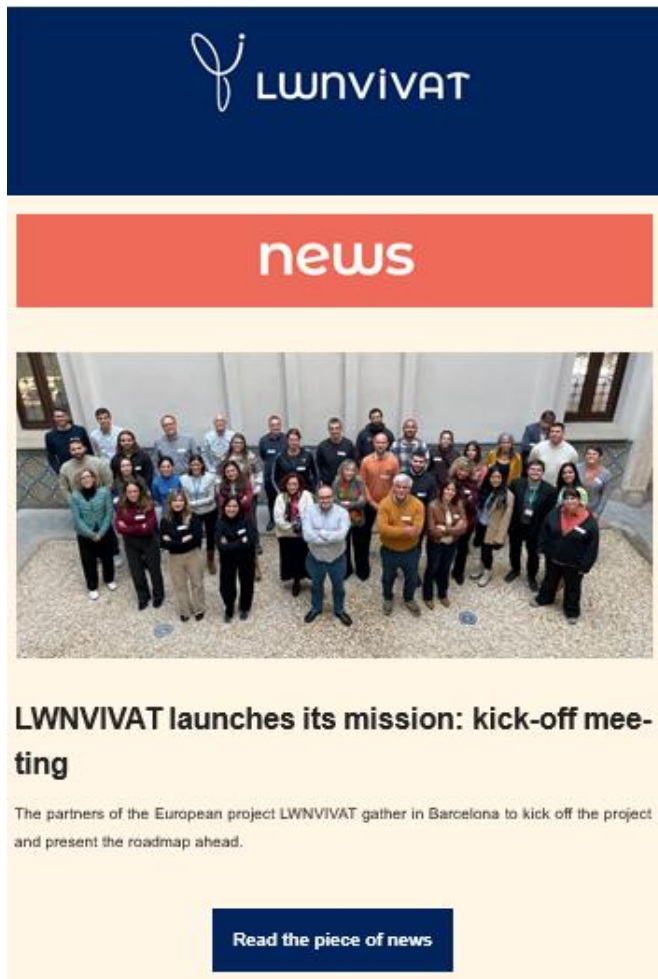
Website: <https://lwnvivat.eu/>



Twitter: <https://x.com/lwnvivat>



Newsletter:



PowerPoint template:



 LWNVIVAT Title of the document - Avenir Next LT Pro Demi Name Surname Date XX/XX/XXX	Title of the document H1 Title - Avenir Next LT Pro Demi Bold 18 H2 Title - Avenir Next LT Pro Demi Bold 16 H3 Title - Avenir Next LT Pro Demi Bold 14 Subtitle - Bierstadt 11 link Text - Bierstadt 11 Funded by the European Union This project has received funding from the European Union's Horizon Europe Framework Programme (HORIZON) under grant agreement No 101137248
---	---