



D11.1

Preliminary Dissemination & Communication Plan

White Research

27/02/2025

Project Information

ACRONYM	SENSOPAD
TITLE	SENSING ENDOMETRIOSIS ON PORTABLE AUXILIARY DEVICES
GRANT AGREEMENT No	101130516
START DATE OF THE PROJECT	01/09/2024
DURATION OF THE PROJECT	48 months (2024-2028)
TYPE OF ACTION	Research and Innovation Action (RIA)
TOPIC	HORIZON-CL4-2023-RESILIENCE-01-33 - Smart sensors for the Electronic Appliances market (RIA)
WEBSITE	www.sensopad.eu
COORDINATOR	National Technical University of Athens (NTUA)
PROJECT OVERVIEW	To significantly reduce the diagnosis time of endometriosis (ED) through innovative, non-invasive detection technologies, thereby empowering women with early, accurate, and accessible diagnostics that improve health outcomes and reduce healthcare costs.

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This project has used a standard methodology already developed in INCENTIVE project (Grant Agreement number: 101005330), following EU recommendations. Ad hoc modifications were added to comply with the Grant Agreement conditions for the SENSOPAD Project (**101130516**), as well as the project's characteristics, context, and results.

Document Information

Title of deliverable:	D11.1 - Preliminary Dissemination and Communication Plan
Work Package	11
Task	T11. 1 - Dissemination & Communication Planning & Activities I
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Dissemination Level

PU	Public	X
SEN	SEN Sensitive, limited under the conditions of the Grant Agreement	
CLASSIFIED R- UE/EU-R	EU RESTRICTED under the Commission Decision No2015/444	
CLASSIFIED C-UE/EU-C	EU CONFIDENTIAL under the Commission Decision No2015/444	
CLASSIFIED S-UE/EU-S	EU SECRET under the Commission Decision No2015/444	

Version Control Sheet

Version	Date	Main modifications	Organisation
0.1	13/02/2025	First draft with structure and initial content	WR
0.2	24/02/2025	Revised draft with final content	WR
1.0	28/02/2025	Final Version after quality review	WR, NTUA

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Abbreviations

SENSOPAD	Sensing Endometriosis On Portable Auxiliary Devices
RIA	Research and Innovation Action
NTUA	National Technical University of Athens
ED	Endometriosis
EU	European Union
WR	White Research
WP	Work Package
GA	Grant Agreement
DCP	Dissemination and Communication Plan
KPI	Key Performance Indicator
MX	Month
AI	Artificial Intelligence
CBS	Copenhagen Business School Cbs
UDC	Universidade Da Coruna
BIOG3D	Biog3d Monoprosopi Ike
SG	SignalGeneriX Limited
UNIBO	Alma Mater Studiorum – Università Di Bologna
GSEMI	Graphenea Semiconductor Sl
UC	Universidade De Coimbra
IRES	Innovation In Research And Engineering Solutions
INL	Laboratorio Iberico International De Nanotecnologia Lin
GALS BIO	Gals Bio Ltd
FREDA	Freda Health Products Ltd
UoO	The Chancellor, Masters And Scholars Of The University Of Oxford
D&C	Dissemination and Communication
2DM	2D Material
FET	Field-effect transistor
IVD	In-vitro diagnostic
IoT	Internet of Things
ECDC	European Centre for Disease Prevention and Control

DG RTD	Directorate-General for Research and Innovation
CBRN	EU Chemical, Biological, Radiological and Nuclear
ICG2DM	International Conference on Graphene and 2D materials
MRS	Materials Research Society
ICLMCC	International Conference on Laboratory Medicine and Clinical Chemistry
ESHRE	European Society of Human Reproduction and Embryology
ISGE	International Society for Gynecologic Endoscopy
EIT	European Institute of Innovation & Technology
ERC	European Research Council
HaDEA	European Commission's Health and Digital Executive Agency
OECD	Organisation for Economic Co-operation and Development
WHO	World Health Organisation

Table 1: Abbreviations

Executive Summary

The Dissemination and Communication Plan (DCP) of the Horizon Europe research project SENSOPAD – “**Sensing ENDometriosis on Portable Auxiliary Devices**” is a strategic framework that outlines how project information will be shared with diverse audiences, aiming to raise awareness, inform stakeholders, and promote project’s impact and outcomes. The plan enhances the project’s reach and impact throughout its life cycle, while ensuring compliance with EU regulations and strengthening its visibility within EU frameworks. Additionally, it makes sure that the project gradually becomes part of broader EU initiatives, contributing essentially to EU’s long-term goals.

The deliverable 11.1 constitutes the preliminary version of the SENSOPAD’s Dissemination and Communication Plan. The document’s main goal is to provide clear guidelines to the consortium partners on disseminating and communicating the project’s objectives, goals, progress and results throughout the following four years that the project will be implemented. Apart from the guidance provision, this deliverable will describe and summarise the overall dissemination and communication strategy of the project by outlining the objectives, methodologies, channels and tools ensuring the successful implementation of the engagement and awareness raising efforts of the project.

Furthermore, the plan elaborates on the various dissemination and communication channels, including digital and traditional channels, scientific and non-scientific publications, and participation in relevant external and internal events, ensuring a broad reach and engagement with key audience groups. Moreover, it outlines a control mechanism to monitor and quantitatively evaluate the impact of these activities, employing key performance indicators (KPIs) to assess progress and adapt strategies as necessary.

In summary, the SENSOPAD project's DCP is designed to be a dynamic and adaptable framework that meets the legal obligations under Horizon Europe and demonstrates a strategy to amplify the project's outcomes, ensuring they resonate with and benefit a wide spectrum of stakeholders. There is the expectation that all project partners will actively participate and contribute to the dissemination activities held as described in the dissemination and communication strategy. White Research (WR), the leader of the dissemination and communication activities for the SENSOPAD Project, will closely monitor the implemented activities and provide the necessary support to the consortium.

1. Introduction

The deliverable 11.1 constitutes the preliminary version of SENSOPAD's Dissemination and Communication Plan. The document's main goal is to provide clear guidelines to the consortium partners on disseminating and communicating the project's objectives, goals, progress and results throughout the following four years that the project will be implemented. Apart from the guidance provision, this deliverable will describe and summarise the overall dissemination and communication strategy of the project by outlining the objectives, methodologies, channels and tools ensuring the successful implementation of the engagement and awareness raising efforts of the project.

The goal of this document is to establish a framework to enhance the project's visibility and vision implementing a defined process throughout the project's lifecycle. Over the next chapters, this document will delve into the actions, methods and tools for an effective dissemination and communication of the project's research findings to various target audience groups. In particular, the DCP outlines the dissemination and communication strategy by further focusing on the project's objectives (what do we aim to achieve), the target audiences (whom we are addressing), the key messages (why it is important), the communication and promotional material (what to disseminate), the channels (how the outreach takes place), while it also defines the metrics, as quantitative indicators (KPIs) and an indicative timeline (when to disseminate), making space for ad-hoc and on-demand activities and actions. By successfully answering the aforementioned questions the outline of an impactful dissemination and communication plan will be developed, aiming to further maximisation of the project's impact.

Moreover, this deliverable plays a key role in providing specific guidelines to all consortium partners for the further circulation of the project's vision by capturing valuable information and insights from the engaged stakeholders. As part of the horizontal work packages (WP11 – 13 Dissemination, Communication, and Business Models Definition I – III), D11.1 (and its next versions) is majorly interconnected to the other work packages and their activities. Therefore, the dissemination and communication activities will be carried out throughout the entire duration of the project's lifespan (M1 – M48). The activities held serve a dual purpose as they will be used for stakeholders' outreach, and awareness raising, while they can be utilised as a feedback mechanism enhancing furtherly the consortium's work. On that front, a matter of utmost significance is the active involvement of the partners on the dissemination and communication activities by devoting time and resources aiming to raise awareness and successfully interact with the target audiences. For that reason, the following sections will include instructions and tips regarding the roles and responsibilities of the partners.

Finally, it is important to mention that this report and the included elements constitute a "live" framework, which is subject to modifications and updates in line with the project's overall progress and ongoing developments. As a result, the presented dissemination and communication strategy will be periodically updated with new elements, guidance, and input. The next version is planned for M16 (D11.2 – D&C Plan I), coinciding with the completion of the WP11 and the project's first phase, while the next two reports D12.1 - D&C Plan II and D13.1- D&C Plan III will be published on M35 and M48 respectively.

2. About SENSOPAD

Endometriosis is a chronic, inflammatory, hormone-dependent condition affecting an estimated 190 million women and individuals assigned female at birth worldwide. Despite its prevalence, it remains widely underdiagnosed and poorly understood, leading to significant diagnostic delays, with the average time to diagnosis reaching 7.5 years. The impact of this delay extends beyond physical health, affecting daily life, emotional well-being, and personal relationships, while also placing a strain on healthcare systems due to the high costs and inefficiencies of current diagnostic methods. Existing diagnostic procedures are often invasive, expensive, and inconclusive, leaving many without definitive answers or long-term solutions. The need for change is urgent, as millions continue to endure years of uncertainty and debilitating symptoms.

SENSOPAD will research and advance innovative, non-invasive technology and solutions to address the challenges posed by endometriosis. By developing sensor-based tools for early detection and self-monitoring, the project empowers women and individuals assigned female at birth to take a proactive approach to their health, enabling earlier intervention and improved symptom tracking. The project is focused on developing three key tools: a sensor-based sanitary pad that monitors biomarkers and helps users manage menstrual cycles, a microfluidic graphene transistor device that provides accurate clinical assessment based on preliminary readings, and a mobile app that integrates both tools to facilitate tracking and management. Through these advancements, SENSOPAD aims to design and implement novel sensor systems and analytical tools that enable non-invasive early diagnosis while improving health outcomes, particularly for those who remain asymptomatic, and alleviating the financial burden of diagnosis and treatment.

Beyond its technological innovations, SENSOPAD also addresses the social and economic challenges of endometriosis. By conducting research and innovation, SENSOPAD explores more efficient diagnostic approaches with the aim of contributing to addressing diagnostic delays, enhancing medical interventions, and reducing the burden on healthcare systems by minimising reliance on costly and time-consuming laboratory tests. By innovating towards more user-friendly solutions, SENSOPAD will help improve how endometriosis is diagnosed and managed, offering a holistic and inclusive healthcare approach that enhances diagnostic accuracy, reduces costs, and promotes early intervention.

In detail, the project's objectives include:

- Developing novel sensor systems for non-invasive early detection and self-monitoring of endometriosis.
- Reducing diagnostic delays by offering faster, more accessible alternatives.
- Empowering individuals to track symptoms and seek timely care.
- Improving health outcomes through early diagnosis and better management.
- Easing the burden on healthcare systems by reducing reliance on invasive tests.
- Using AI to enhance diagnostic accuracy and support clinical decisions.
- Addressing social and economic barriers to diagnosis and care.
- Promoting a more inclusive and proactive approach to endometriosis management.

To achieve those targets, SENSOPAD consortium consists of fourteen (14) partners, from leading research institutions across Europe:

No.	Organisation/Partner Name	Short name
1	ETHNICON METSOVION POLYTECHNION	NTUA
2	COPENHAGEN BUSINESS SCHOOL CBS	CBS
3	UNIVERSIDADE DA CORUNA	UDC
4	WHITE RESEARCH SRL	WR
5	BIOG3D MONOPROSOPI IKE	BIOG3D
6	SIGNALGENERIX LIMITED	SG
7	ALMA MATER STUDIORUM – UNIVERSITA DI BOLOGNA	UNIBO
8	GRAPHENEA SEMICONDUCTOR SL	GSEMI
9	UNIVERSIDADE DE COIMBRA	UC
10	INNOVATION IN RESEARCH AND ENGINEERING SOLUTIONS	IRES
11	LABORATORIO IBERICO INTERNATIONAL DE NANOTECHNOLOGIA LIN	INL
12	GALS BIO LTD	GALS BIO
13	FREDA HEALTH PRODUCTS LTD	FREDA
14	THE CHANCELLOR, MASTERS AND SCHOLARS OF THE UNIVERSITY OF OXFORD	UoO

Table 2 Project Partners

3. Methodology

The DCP draws from key European Commission resources to align with Horizon Europe principles. It incorporates insights from communication and marketing literature to refine strategies and stakeholder engagement. Additionally, it builds on best practices from past EU-funded projects to meet EC standards and ensure effective dissemination, communication, and impact. To guarantee an efficient and successful Dissemination and Communication (D&C) strategy, the project follows a structured approach that integrates clear partner roles, defined activities, and continuous monitoring. The implementation of the D&C plan is based on the following key steps:

- **Partner involvement:** Each project partner has a designated role in D&C activities, ensuring that responsibilities are distributed effectively. This structured approach enhances collaboration and maximises outreach. (See Section 4 for partner roles.)
- **Targeted communication channels:** The strategy employs a mix of digital and traditional tools tailored to different stakeholder groups, ensuring better engagement and knowledge transfer. (See Section 5 for details on communication tools and channels.)
- **Monitoring and Reporting:** A structured monitoring and reporting process is in place to assess the impact and the effectiveness of D&C activities. Regular assessments will help refine the strategy, ensuring alignment with project objectives and stakeholder needs. (See Section 6 for monitoring and impact assessment.)
- **Adaptive strategy:** The D&C plan remains flexible, allowing for adjustments based on feedback and emerging needs. Periodic reviews on M16, M35 and M48 will ensure that the approach remains effective and responsive to the project's progress.

4. Dissemination Strategy

4.1 Overview

The SENSOPAD preliminary dissemination and communication plan is developed to establish a clear outline of the dissemination activities and efficiently implement the project's objectives and goals. As part of the horizontal WPs 11 – 13, that runs throughout the project's life cycle it is interconnected with all the parts of the work plan and the designated activities.

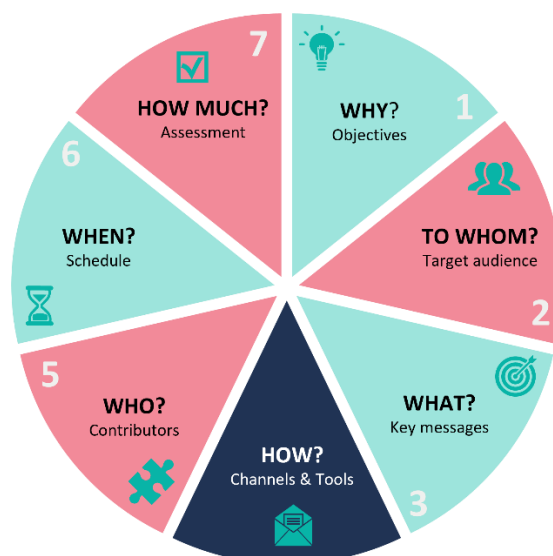


Figure 1 Overview of the SENSOPAD dissemination and communication strategy

Overall, SENSOPAD will utilise a hybrid dissemination and communication strategy, blending digital and traditional outreach channels to effectively distribute project-specific promotional materials. In particular, the strategy describes the project's dissemination and communication objectives, target audiences, key messages, and used tools, while also elaborating on the consortium partners' roles and responsibilities. The project's visual identity will be featured in this report, including the logo, the templates, the typography and the brand identity/color palette. The visual identity ensures that the promotional material is consistent, easily – recognised and engaging across all outreach channels, enhancing the "brand's" credibility and correlating the particular designs with the relevant key messages. The promotional package will include a leaflet, a poster, newsletters, infographics, press releases, news pieces, and a promotional video to share the project's outcomes across traditional and digital channels. Digital outreach will utilise LinkedIn, X (formerly Twitter), Facebook, Instagram, and Bluesky, reaching diverse audience segments. The project website will serve as a central hub for all dissemination and communication activities.

Regarding the traditional outreach, consortium partners will engage in external events and conferences to stay informed on research and innovation and share project updates. Also, synergies with similar initiatives at local, national, and EU levels will be actively pursued from the project's early stages, ensuring systematic cross-industry adoption. The following pages provide a detailed overview of these activities.

4.2 Objectives

What do we aim to achieve?

Horizon Research Objectives

A successful dissemination and communication strategy for a Horizon research project begins with comprehending the concepts defined by the European Commission. While they often overlap, clarifying their distinctions ensures clear objectives for all involved (Scherer, et al., 2022).

Communication is an ongoing process aimed to engage a broader audience by highlighting the project's significance, benefits, and the role of EU funding in addressing societal challenges. Dissemination, in contrast, focuses on sharing project outcomes and technical findings through channels like scientific publications, ensuring knowledge transfer to relevant stakeholders.

Effective dissemination and communication maximise the project's impact by reaching diverse groups, including researchers, policymakers, media, and the public. Communication starts early in the project, while dissemination begins once scientific results are available (depending also on the timeline of the workplan). The following table provides an overview of their objectives, focus, and target audiences.

Category	Communication	Dissemination
Objectives	Engage society and highlight the project's importance and impact	Transfer knowledge and results to enable their use, reuse, and maximise research impact
Focus	Promote the project's results in a non-technical/scientific manner	Ensure results are accessible for further use or reuse
Target Audience	General public, media, policymakers, and various stakeholders	Audiences interested in utilising further or building upon the results, such as researchers and industry professionals

Table 3 Overview of Horizon Research methodologies

SENSOPAD D&C Objectives

Considering the aforementioned guidelines, the SENSOPAD D&C strategy is designed to reflect the project's approach, aiming to maximise its dissemination of results and the transfer of knowledge and outcomes to selected stakeholders, while also communicating its concepts to broader audiences.

As a result, the project's **dissemination and communication objective** is to raise awareness of its innovative approach to endometriosis diagnosis, highlighting the benefits of its advanced sensor technology and mobile integration, and addressing taboos and misconceptions around endometriosis. To achieve this, SENSOPAD will run a multi-channel campaign throughout the project's duration, ensuring that complex scientific, technical and societal aspects are presented in an accessible and engaging manner.

In particular:

Communication overarching objective Effectively communicate the project's vision, objectives, activities, and impact to a broad audience	
1.	Raise awareness and understanding of SENSOPAD's research agenda
2.	Highlight the added value of its technology in a clear, non-technical way
3.	Increase visibility and societal perception of endometriosis
4.	Spark stakeholder interaction through transparent and timely communication via digital and traditional channels
5.	Contribute to the broader conversation on digital health solutions and EU healthcare innovation

Table 4 SENSOPAD Communication objectives

Similarly, the dissemination objective aims to ensure that the stakeholders are informed about SENSOPAD's progress, promoting the adoption and reuse of its results. By making project insights and data accessible, the project will encourage replicating its innovative elements. Dissemination activities will include scientific publications, participation in research events, and targeted stakeholder engagement.

Dissemination overarching objective Share and transfer knowledge while promoting SENSOPAD's value propositions	
1.	Provide clear and up-to-date information on the project's research and technical aspects
2.	Showcase the impact of SENSOPAD's findings and technological advancements
3.	Establish synergies with similar health-tech/FemTech initiatives and other similar EU-funded projects
4.	Promote the uptake of results by key stakeholders, including researchers, healthcare providers, and policymakers

Table 5 SENSOPAD Dissemination Objectives

Roles and Responsibilities

Who?

All consortium partners are expected to actively contribute to dissemination and communication efforts that are in line with the project's strategy. White Research, as the leader of the dissemination and communication tasks, will oversee these efforts, provide guidance, and support other consortium partners. However, partner engagement in both online and offline activities is essential to maximise awareness and outreach.

Since dissemination naturally originates from project milestones and stakeholder engagement activities, all partners will actively and timely communicate about and disseminate the project's activities and outcomes various ways. The following outlines their key responsibilities:

DIGITAL/ONLINE ACTIVITIES:

- Provide content such as articles, insights, and news updates to ensure a strong and up-to-date online presence
- Support and promote project-related online communications
- Identify and report relevant events or updates to the project's D&C Manager (WR)

TRADITIONAL/OFFLINE ACTIVITIES:

- Organise and participate in events, conferences, and outreach initiatives.
- Distribute promotional materials (e.g., printed leaflets).
- Contribute to the publication of research findings.
- Support dissemination through surveys, interviews, and stakeholder engagement.

4.3 Target Audiences and Key Messages

Target Audience Analysis

Whom are we addressing?

Identifying and understanding the target audiences within a project is essential for developing an effective dissemination and communication strategy. A well-defined audience analysis ensures that SENSOPAD's messages remain relevant and engaging, ultimately enhancing outreach and engagement outcomes. Section 4.3 outlines the key target audiences for SENSOPAD, and the approach taken to communicate and engage with them effectively.

The initial analysis has identified seven (7) key target audience groups based on their expertise and relationship with the SENSOPAD initiative:

- Industry stakeholders
- Researchers & scientific community
- Technical providers
- Business & Financial Experts and consultants
- General public
- Policymakers & standardisation bodies
- Healthcare specialists and managers (doctors, hospital managers, laboratory managers and technicians)

To refine the communication strategy further, SENSOPAD has classified these target audiences into subgroups, helping to prioritise engagement efforts. The classification takes into account the following factors:

- Level of influence and authority within the sector
- Stakeholder interest in the project's outcomes
- Degree of active involvement in the project
- Potential impact on policy, industry, and society

This classification ensures that messages are tailored to each audience group, using the most appropriate tools and channels. Below is an in-depth breakdown of each target audience segment:

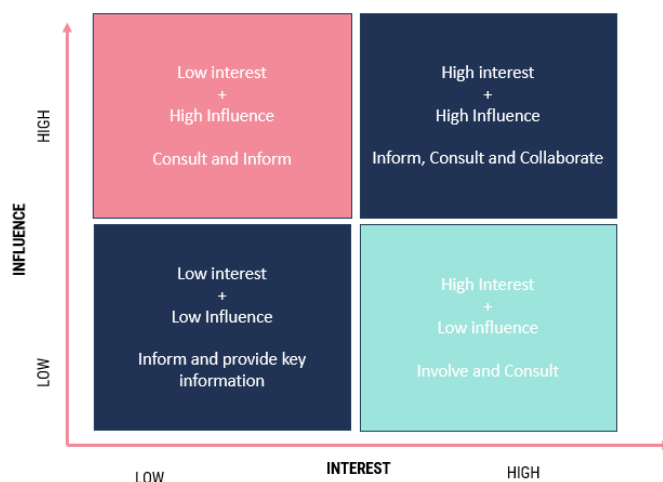


Figure 2 Stakeholder Matrix

Cluster	Target Audience Segmentation (Examples)	Assumed Needs / Interest	Channels & Tools
Industry stakeholders	2DM industries, Advanced Materials, MF Technologies, Manufacturers in materials, FETs, microchips, IVDs	Technical feedback on technology implementation, market viability, and business models	Online channels, co-creation workshops, fairs, conferences
Researchers & scientific community	Material science, environment, circular economy, digital systems, AI, biosensors, microfluidics, bioengineering	Validation and dissemination of research findings, future collaborations	Website, conferences, webinars, workshops, scientific publications
Technology providers	Health-tech, AI, data science, blockchain, IoT, big data, software, analytics companies	Opportunities for technology replication and innovation upscaling	Online channels, scientific publications, fairs, conferences, workshops
Business & Financial Experts and consultants	Corporate and market service providers, investment networks	Insights into profitable business models for FemTech solutions	Online channels, direct communication, fairs, conferences, workshops
General public	Individuals, patient advocacy groups, social media users	Awareness of project benefits including positive socio-economic impacts, environmental sustainability	Fairs, conferences, social networks, online channels, co-creation workshops

Policymakers & standardisation bodies	ECDC, DG RTD, EU Initiative on Health Security, CBRN, WHO, REACH	Policy recommendations, regulatory compliance, economic and environmental impact	Public deliverables, social networks, workshops, conferences, fairs, congresses
Healthcare specialists & managers	Doctors, Hospital Managers, Laboratory Managers and Technicians	Interest in innovative diagnostic tools, cost-effective solutions, and sustainable healthcare technologies	Fairs, conferences, social networks, online channels, co-creation workshops

Table 6 Target audiences and channels of communications

Key messages

Why is it important?

A crucial step in developing an effective D&C strategy for SENSOPAD is identifying the key messages to share with each audience segment through the most suitable communication channels. As a research project focused on innovative biosensor technologies for endometriosis diagnosis and management, SENSOPAD ensures that its messaging is transparent, inclusive, and aligned with the needs and expectations of its wide array of stakeholders, including healthcare professionals, researchers, policymakers, and individuals affected by endometriosis.

Since different audiences have varying levels of expertise, concerns, and interests, creating and using messages that resonate with each group is essential, highlighting SENSOPAD's contributions to advancing self-monitoring solutions and improving patient diagnosis management. The goal of refining these messages is to clearly communicate the project's impact, demonstrating its scientific significance and tangible benefits for users and the broader healthcare ecosystem.

These key messages will evolve throughout the project's duration. Based on initial feedback from the consortium and the relevant stakeholders, they will be further discussed and refined in future updates of the DCP to ensure continued relevance and effectiveness.

Core Messages

- **Enhancing diagnostic efficiency:** SENSOPAD aims to significantly reduce the time required for an endometriosis diagnosis, shifting from a process that currently takes several years to one that can be completed within days. By introducing sensor-based, point-of-care technology, the project seeks to address delays that often lead to prolonged patient suffering and uncertainty.
- **Reducing the need for surgical procedures:** Current diagnostic methods for endometriosis often involve invasive procedures, such as laparoscopy. SENSOPAD introduces a non-invasive alternative for early detection and continuous monitoring, improving patient safety and reducing healthcare costs.
- **Supporting patient autonomy and well-being:** The project seeks to empower women and assigned females at birth by providing accessible self-monitoring tools. By democratizing self-monitoring, the project supports autonomy, well-being, and a proactive approach to healthcare.
- **Improving early detection and treatment outcomes:** Timely diagnosis is essential for effective treatment. By providing healthcare professionals with more accurate and accessible diagnostic tools, SENSOPAD facilitates earlier medical interventions, potentially preventing disease progression and reducing long-term complications.
- **Addressing social barriers and raising awareness:** Menstrual health remains taboo topic, often leading to underdiagnosis and a lack of research funding. SENSOPAD aims to break these social barriers by promoting the recognition of menstrual cycles and menstrual health as valuable sources of health information and encouraging open discussions on women's health issues.
- **Strengthening the link between research and clinical practice:** Integrating advanced technical/algorithmic methods in healthcare is a growing field with significant potential. SENSOPAD bridges research and clinical application using AI-driven analysis to enhance diagnostic precision and support informed medical decision-making.

- **From sensor tech research to market-ready solutions:** SENSOPAD integrates innovative smart sensor technology with advanced data analytics to develop market-ready diagnostic solutions. Both sensors enhance diagnostic efficiency by providing users with real-time, accurate, and meaningful health data. The project embeds extensive market analysis and business modeling to align technological developments with industry needs, regulatory frameworks, and commercialisation pathways, ensuring a clear route to product deployment.
- **Bridging research and industry for real-world impact:** Strong collaboration with R&D institutions, medtech companies, and healthcare providers accelerates the transition from research to market. By bridging advanced research with commercialisation strategies, SENSOPAD redefines the role of smart sensors in healthcare, shaping the future of FemTech solutions and empowering individuals worldwide.

Audience-Specific Messages

Target group	Key needs	Messages
Industry stakeholders	Innovation in product offerings, eco-friendly materials, expanding market opportunities in healthcare	SENSOPAD integrates sustainable and biocompatible materials into sensor technology, enabling innovative medical solutions. Partnering with SENSOPAD provides access to breakthrough technologies that support the rapidly growing women's health sector, while promoting sustainability in healthcare.
Researchers and Scientific Communities	Access to innovative research tools, data-driven insights, and sustainable practices	SENSOPAD provides precise, real-time data through cutting-edge sensor technology, supporting high-impact research on early disease detection. By using biodegradable, eco-friendly materials, the project promotes sustainable research practices while advancing knowledge in women's health
Technology Providers	Access to advanced materials, opportunities in healthcare markets, expanding product portfolios	SENSOPAD enables technical providers to innovate in the medical device sector with biobased and biodegradable materials for sensor production. These technologies cater to the demand for non-invasive diagnostics and support product diversification in healthcare
General Public	Awareness of endometriosis, access to early detection, affordable healthcare solutions	SENSOPAD introduces a user-friendly, non-invasive approach to early endometriosis detection, empowering individuals to take control of their health. This technology promotes greater awareness of women's health and the importance of timely diagnosis

Policy Makers and standardisation bodies	Evidence-based insights, effective healthcare policies, regulation of new healthcare technologies	SENSOPAD provides policymakers with scientific evidence and real-time data to support the development of effective healthcare policies and regulatory frameworks. Its focus on sustainable, innovative diagnostic tools ensures healthcare regulations keep pace with technological advancements
Healthcare Specialists & Managers	Advanced diagnostic tools, clinical data for better decision-making, efficient healthcare solutions	SENSOPAD offers cutting-edge, portable diagnostic tools that streamline workflows, reduce endometriosis diagnosis times, and enhance patient care. The affordability and accessibility of this technology facilitate widespread adoption in clinical settings

Table 7 Target audiences' specific messages

5. SENSOPAD Communication Toolkit and Outreach Channels

5.1 Communication material

What to disseminate?

SENSOPAD's communication material is designed to captivate the audience's attention and enhance the project's visibility through digital and traditional channels. The development of these materials is a collaborative effort, with partners contributing feedback to ensure that the project's complex concepts/objectives are gradually becoming accessible and actionable. The communication package includes the project's logo, the visual identity, a leaflet, a poster, PowerPoint and Word templates, news updates, and a video outlining the project's impact. These materials strengthen SENSOPAD's messaging and branding and will be accessible for public download on the project's website and available for print when necessary.

Project Logo and Visual Identity

Establishing a strong and consistent visual identity is essential for effectively communicating and disseminating the SENSOPAD project and its objectives. To achieve this, a project logo and visual identity were developed early on in the project, aspiring to grasp the project's thematic focus on innovative sensor technology for endometriosis detection and the social and the technical implications of the issue. Creating a strong visual identity ensures recognition across all communication materials, including leaflets, posters, presentations, and digital content, creates trust among stakeholders, supports outreach and dissemination efforts, and strengthens engagement with policymakers, researchers, and the public, aligning with Horizon Europe's emphasis on transparency, collaboration, and effective science communication.

During the kick-off meeting, various logo options were presented to the consortium partners, who provided feedback on design elements and thematic representation and voted the most preferred one. Based on these inputs, the final logo was refined to align with the project's objectives, and the modern graphic design trends and is now available below, along with the color palette of the project:

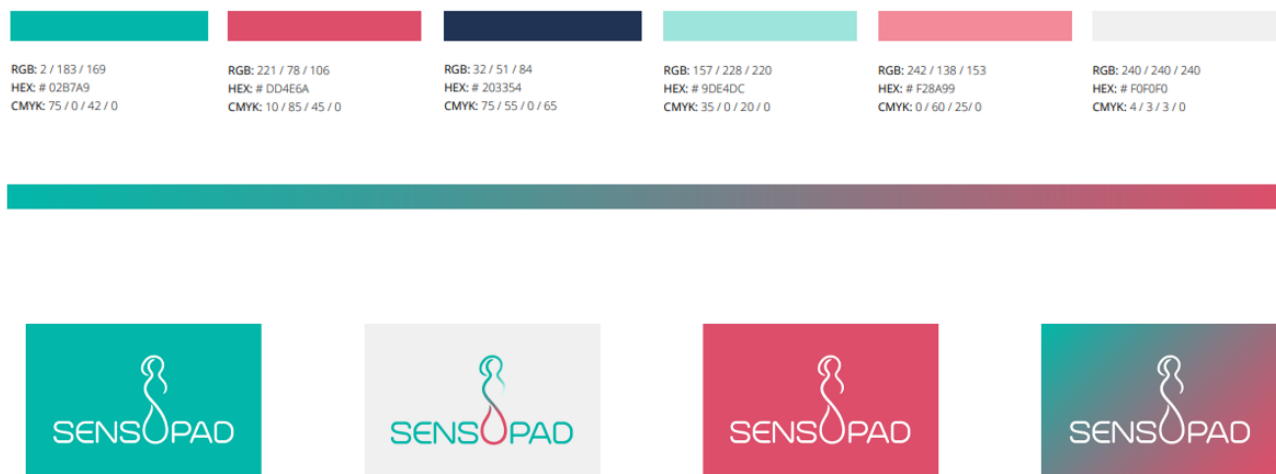


Figure 3 SENSOPAD Color Palette & Logos

Leaflet and Poster

Leaflets and posters are central to communicating SENSOPAD's mission, methodology, and expected outcomes. The leaflet introduces the project's objectives, expected results, and contact details, while the poster visually highlights its vision, mission and approach. Both materials feature consortium partner information, website links, social media details, and funding acknowledgements. Once they are finalised, they will be available for download and distributed in the Communication Toolkit section on the website. A draft version is included below, and the final versions may undergo further refinement based on partner feedback.



Figure 4 Draft Leaflet Side A

THE PROBLEM

Endometriosis (ED) is a chronic, inflammatory, hormone-dependent condition affecting 1 in 10 women and individuals assigned female at birth – a staggering 190 million worldwide. Despite its prevalence, ED remains underdiagnosed and misunderstood, leading to:

- **Delays in Diagnosis:** On average, it takes 7.5 years to receive a diagnosis.
- **Health and Social Impact:** Chronic pain, infertility, and emotional distress disrupt daily life and relationships.
- **Healthcare Strain:** Costly and time-intensive diagnostic procedures overburden health systems.

WHY CHANGE IS NEEDED

Endometriosis remains one of the most underdiagnosed and misunderstood health conditions, with millions enduring years of debilitating symptoms before receiving a diagnosis. The current "gold standard" methods are invasive, expensive, and often lead to patients not receiving a definitive diagnosis, while recurring symptoms leave many without long-term solutions. This diagnostic gap not only affects the well-being of women and individuals assigned female at birth but also places a heavy burden on healthcare systems. Change is needed to move beyond older methods and embrace innovative, non-invasive technologies that offer faster, more accessible, and effective ways to detect and manage endometriosis. SENSOPAD is transforming endometriosis care by bridging self-monitoring and clinical diagnosis, breaking taboos, and making detection faster, more accessible, and effective.

Is it just a bad period, or is it endometriosis?

OUR MISSION

In SENSOPAD, our mission is to:

- **Transform diagnosis methods** by reducing the journey from years to days through sensor-based, point-of-care technology.
- **Minimise surgical interventions** by offering a reliable, non-invasive alternative for early detection and monitoring.
- **Empower women to take charge of their health** through innovative self-monitoring solutions.
- **Improve early detection** for timely treatment and better health outcomes.
- **Challenge social taboos around menstrual health** by transforming periods into a valuable health resource.
- **Bridge research and clinical practice** by integrating AI-driven analysis, advancing our understanding of ED, and improving healthcare decision-making.

INNOVATIVE APPROACH AND TECHNOLOGY

sensopAD
A specially designed sanitary pad equipped with tiny sensors to analyse menstrual fluid.

- **What it does:** Tracks key health indicators to detect early signs of endometriosis.
- **How it works:** Uses advanced technology to monitor biological changes in a simple and energy-efficient way.

sensomFgFET/sensomicrofluidic graphene transistor:
A small, portable device used in clinics for a deeper health analysis.

- **What it does:** Identifies specific DNA markers linked to endometriosis.
- **Why it's important:** Offers precise results to confirm early findings from the sensopAD.

Mobile App and AI-Enhanced Cloud Platform:
Your personal health assistant, connected to both devices along with a smart system that uses Artificial Intelligence to process data from the devices.

- **What it does:** Shows real-time results and provides easy-to-follow advice if issues are detected.
- **Why it matters:** Ensures accurate insights and helps healthcare providers make better decisions.



Figure 5 Draft Leaflet Side B

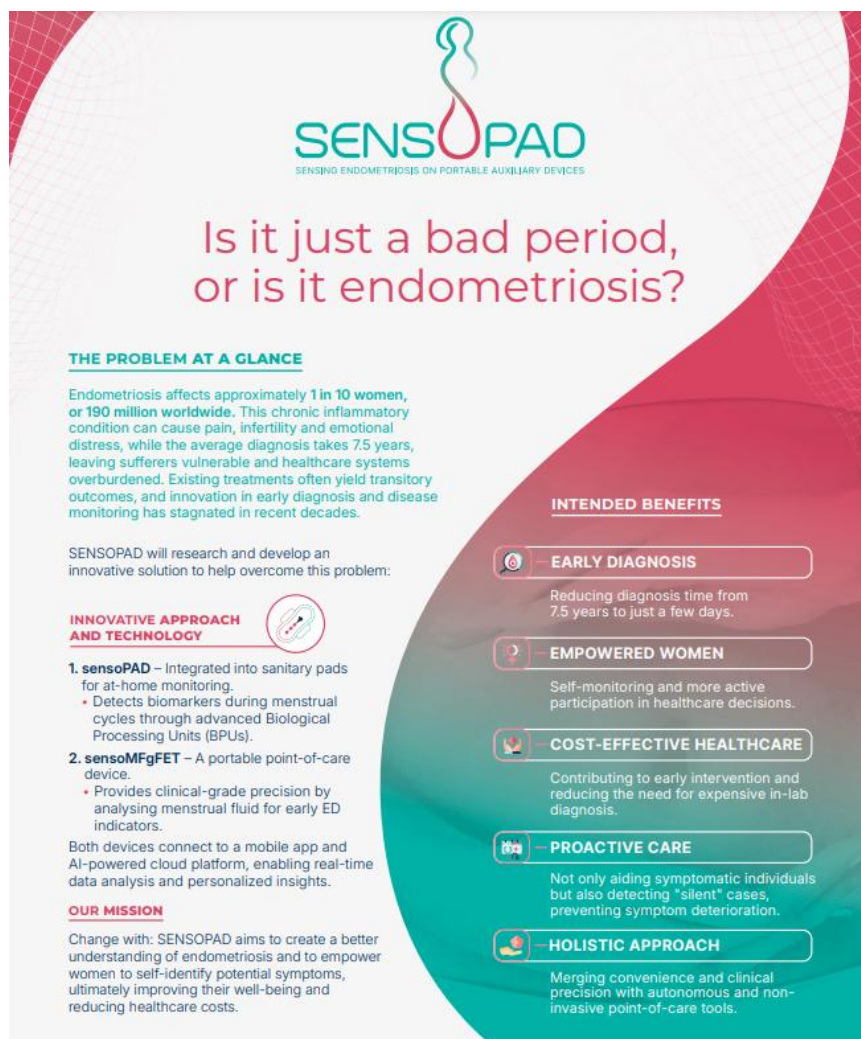
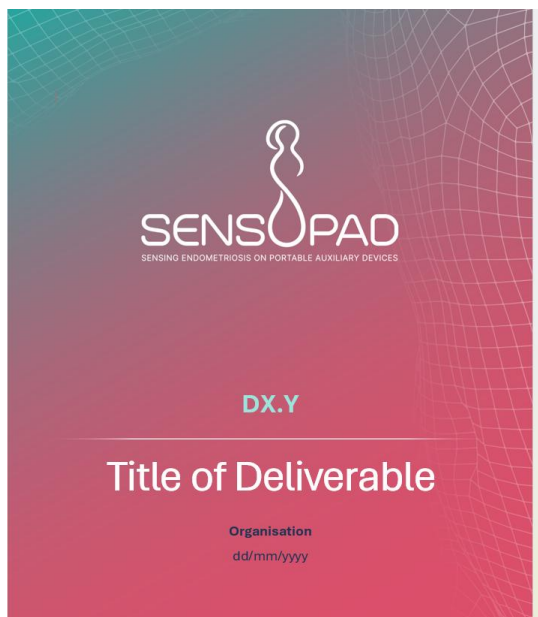


Figure 6 Draft Poster

Templates

To maintain a uniform visual identity, SENSOPAD dissemination management team has provided templates for dissemination activities to the partners. These include a presentation template for partners to use at meetings and events in PowerPoint format, as well as a structured Word template for project deliverables and publications, ensuring consistency across all communication outputs.



Project Information

ACRONYM	SENSOPAD
TITLE	SENSING ENDOMETRIOSIS ON PORTABLE AUXILIARY DEVICES
GRANT AGREEMENT No.	101130516
START DATE OF THE PROJECT	01/09/2024
DURATION OF THE PROJECT	48 months (2024-2028)
TYPE OF ACTION	Research and Innovation Action (RIA)
TOPIC	HORIZON-CL4-2023-RESILIENCE-01-33 - Smart sensors for the Electronic Appliances market (RIA)
WEBSITE	XXX
COORDINATOR	National Technical University of Athens (NTUA)
PROJECT OVERVIEW	To significantly reduce the diagnosis time of endometriosis (ED) through innovative, non-invasive detection technologies, thereby empowering women with early, accurate, and accessible diagnostics that improve health outcomes and reduce healthcare costs.

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Reproduction is authorized provided the source is acknowledged.
Grant Agreement: 101130516 | Coordination and Support Action | 2024 – 2028 | Duration: 48 months
Topic: HORIZON-CL4-2023-RESILIENCE-01-33 - Smart sensors for the Electronic Appliances market. Type of Action: Research and Innovation Action (RIA)

Figure 7 Word Template

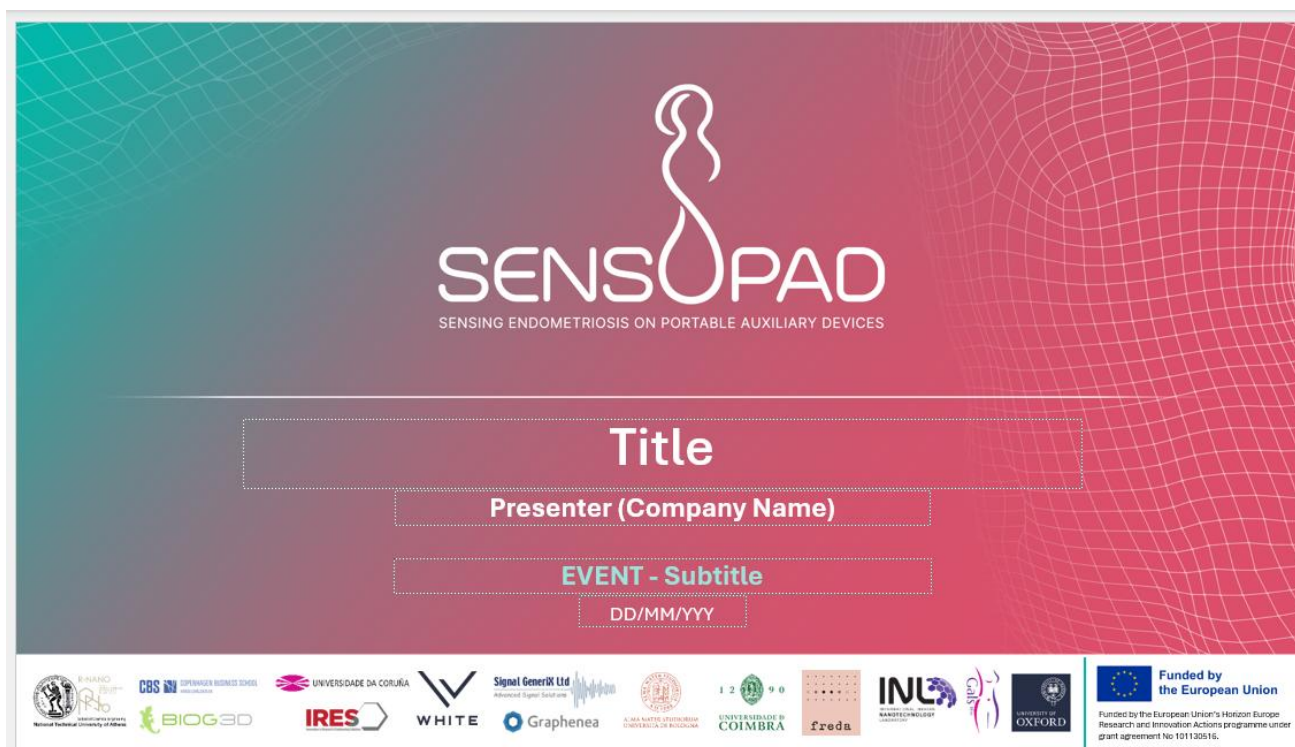


Figure 8 PowerPoint Template

Promotional Video

Recognising the growing role of digital media, a promotional video will be produced in the later stages of the project to present SENSOPAD's mission in a clear and engaging format. The video will be published

on the project's website, YouTube channel, and social media platforms, ensuring wide reach. In addition, subtitles in the partner local languages may be included to improve accessibility for a broader audience.

Press and Media

Engagement with the press and media can occasionally be part of the project's external communication strategy, as part of the consortium's efforts to maximise the reach and impact of our dissemination actions. Media professionals can help raise awareness of endometriosis and the project's technological advancements. Press materials, including press releases and articles, can be produced to communicate major developments. Visual materials will also be integrated to facilitate clear and engaging storytelling. Maintaining a clear and consistent visual identity will contribute to project's visibility, facilitate stakeholder engagement, while supporting broader discussions on endometriosis detection and awareness.

5.2 Digital Presence

How we plan to reach the stakeholders?

As digital communication increasingly formulates the way research projects interact with their stakeholders, the SENSOPAD project is implementing a detailed – 360 approached dissemination strategy to ensure effective outreach and knowledge exchange. The approach integrates a dedicated website, social media channels, newsletters, and video content, providing a structured framework to communicate research progress, key findings, and project developments, along with general and academic knowledge in regards with endometriosis and relevant topics. The dissemination activities are designed to raise awareness among a broad range of stakeholders, including researchers, medical professionals, policymakers, patients, and the general public.

Website

The SENSOPAD website will serve as the primary hub for disseminating information about the project's objectives, research developments, and key milestones. Scheduled for launch by Month 6 (M6), the website will provide open access to project updates, scientific publications, dissemination materials, and relevant resources. It will also include information on the project's team, upcoming events, and collaboration opportunities.

Designed with user-friendliness and accessibility in mind, the website will ensure that both professional and general audiences can easily navigate and engage with the content, featuring a dedicated section "Applications" which includes relevant material for the 3 main stakeholder groups: women, clinicians and healthcare practitioners. Regular updates will be made to reflect the latest project activities and research outcomes. To support long-term impact, the website will remain active for at least one year beyond the project's completion. The dissemination and communication team will oversee its management, while project partners will be encouraged to contribute content, such as news and scholar items, event details, and visual materials.

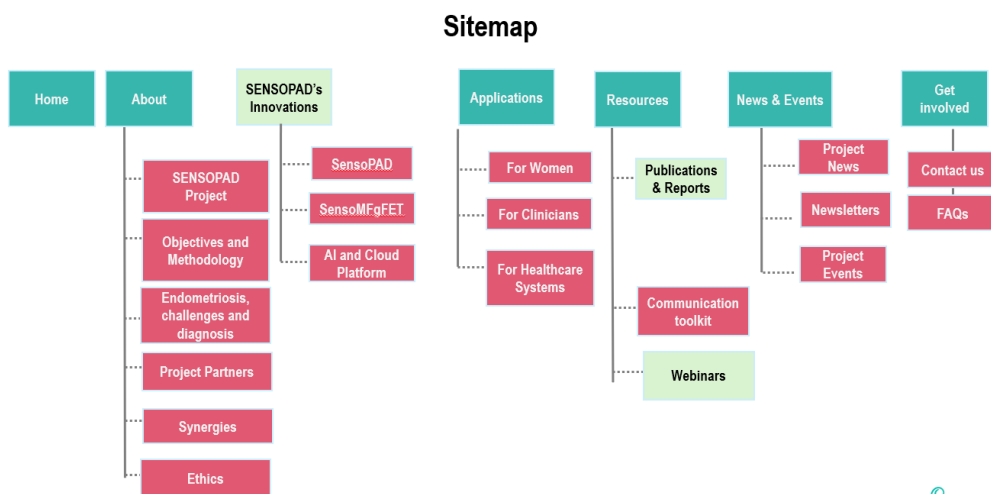


Figure 9 Website Sitemap

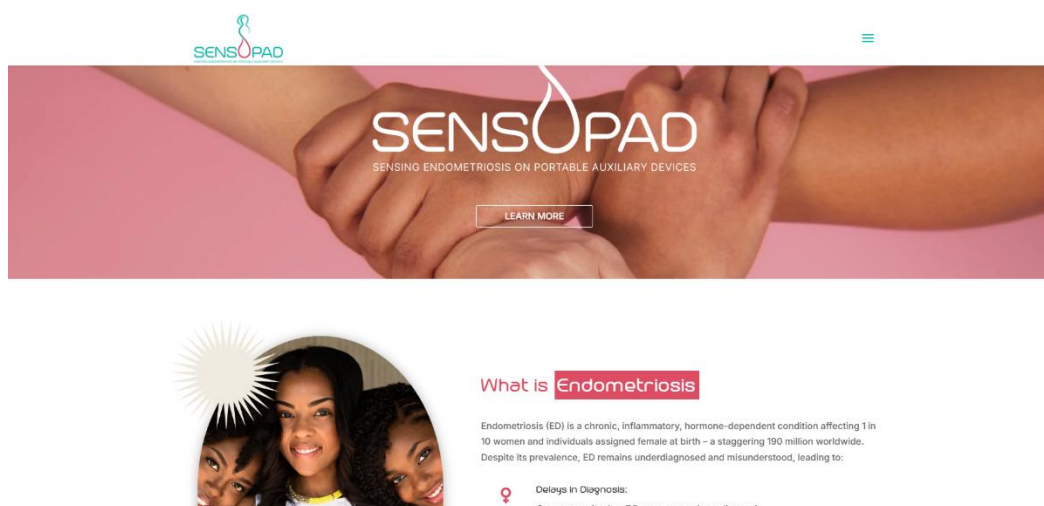


Figure 10 Website Homepage – 1st version

Newsletters

In addition to maintaining an active website, SENSOPAD will issue 6 newsletters, throughout the project lifecycle (approximately every 8 months) to keep the stakeholders informed of project developments. The newsletter launch will be scheduled based on the relevance of the provided content, project results, and key activities. Each edition will include an overview of recent progress, a summary of key findings, and information on upcoming activities. The newsletter will also highlight major industry events, policy discussions, and insights from project partners.

This dissemination tool is particularly important for reaching stakeholders who may not actively engage with social media. It will serve as a mechanism to reinforce engagement with both scientific and non-scientific audiences. The newsletter will be distributed via the emailing platform Mailchimp being available on the project website, and via the LinkedIn newsletter feature. Contributions from project partners will be encouraged to ensure a diverse representation of insights and activities.

YouTube

The project established a YouTube channel on Month 2 (M2) to serve as a repository for all video content related to SENSOPAD. This channel will be used to enhance communication by complementing written materials with audiovisual content that conveys the project's goals and research progress in a more engaging manner. The video content will include a project promotional video, educational materials on endometriosis and digital health technologies, expert interviews, and recordings of key events such as workshops, webinars and conferences.

Project partners will be encouraged to contribute to content creation by providing relevant footage, video script input, and interview participation. The dissemination team will make sure that the video content is aligned with the project's overall communication strategy and widely shared with relevant networks, including the SENSOPAD ethics advisory committee and the sister projects.

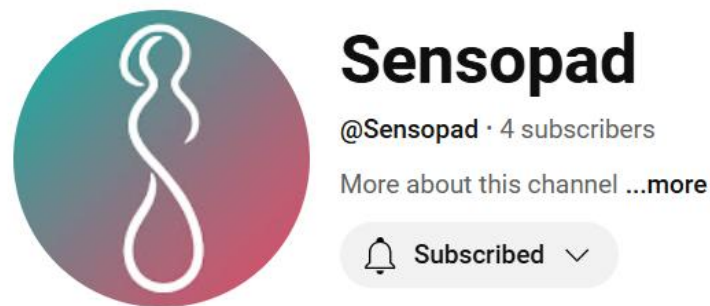


Figure 11 YouTube Profile

Social Media

Social media will play an important role in SENSOPAD's dissemination strategy, facilitating engagement with various stakeholders and enhancing the project's visibility within the research, healthcare, and policymaking communities. By Month 2 (M2), the project had established a presence on key platforms, each selected based on its suitability for engaging specific audiences.

LinkedIn

LinkedIn will be the basic platform for engaging professionals, including researchers, clinicians, policymakers, and industry stakeholders. It will be used to share scientific insights, research updates, and information on project milestones, sparking dialogue on healthcare innovation and digital technologies. Additionally, LinkedIn will provide opportunities to connect with other European projects and research initiatives, cultivating collaboration and knowledge exchange. Project partners will be encouraged to engage with SENSOPAD's LinkedIn page by sharing updates and promoting project-related content within their networks.

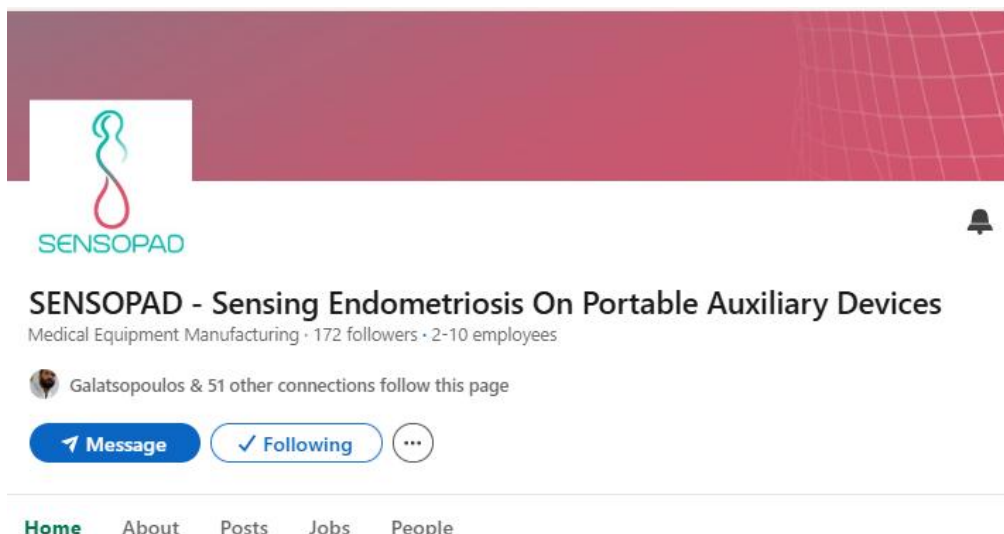


Figure 12 LinkedIn Profile

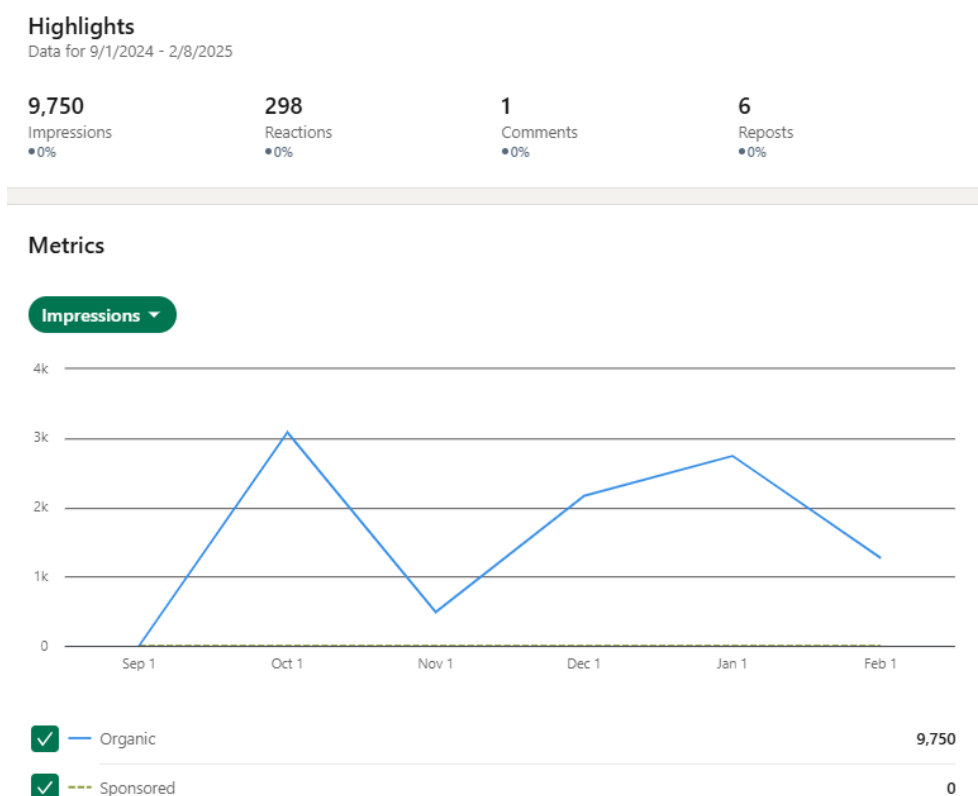


Figure 13 LinkedIn Analytics

From X (formerly Twitter) to Blueky

In alignment with evolving digital communication trends, SENSOPAD is migrating from X (formerly Twitter), which was set up on M2, to Bluesky, a decentralised social media platform that prioritises open and meaningful discussions. This shift reflects the project's commitment to transparent and community-driven engagement in healthcare research. Bluesky will be used to provide concise updates

on project activities, participate in discussions on digital health innovation, and engage with researchers, patient advocacy groups, and policymakers. The dissemination team will actively monitor discussions and ensure that the project contributes to relevant conversations in the field.

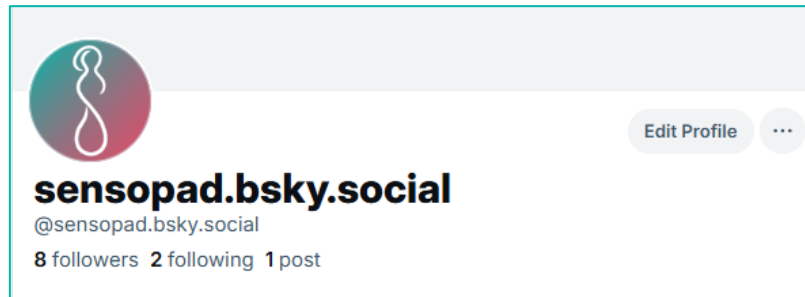


Figure 14 Bluesky Profile



Figure 15 X (former Twitter) Profile

Instagram and Facebook

Instagram and Facebook will be used to complement LinkedIn and Bluesky by providing two platforms for visual storytelling, to reach a broad audience, including women seeking health solutions, healthcare professionals, and advocacy groups. Instagram will focus on raising awareness through infographics, images from project activities, and accessible content that communicates the project's key messages to a broader audience. Facebook will be utilised for discussions that extend beyond visual content, allowing for deeper engagement with topics related to endometriosis, digital health, and patient-centered research.

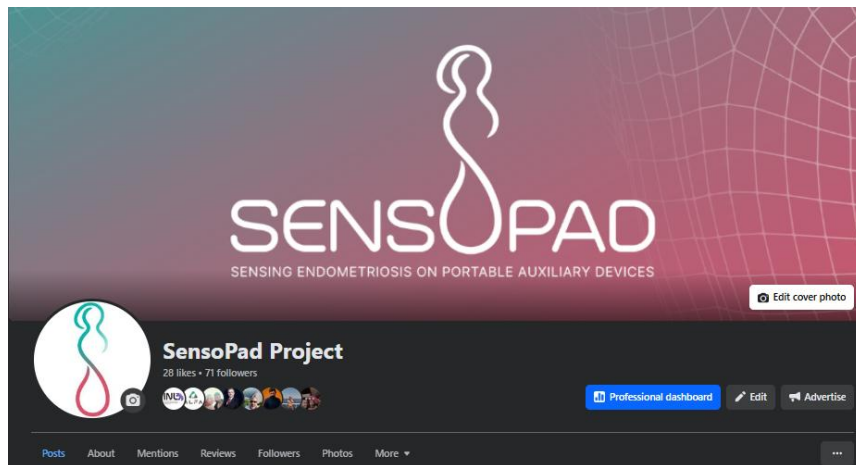


Figure 16 Facebook Profile

To maximise the impact of the social media strategy, project partners will be encouraged to contribute high-quality images, event photos, and key updates from their respective research activities. The dissemination team will ensure all social media content aligns with the project’s objectives and messaging strategy.

By integrating a structured website, regular newsletters, an active presence on professional and social media platforms, and audiovisual content dissemination through YouTube, SENSOPAD will establish a detailed digital communication strategy. This approach will ensure the project reaches and engages key stakeholders, including researchers, healthcare professionals, policymakers, and patient communities. The dissemination strategy will facilitate knowledge exchange, raise awareness of SENSOPAD’s research findings, and contribute to the broader conversation on digital health innovations for endometriosis management. Through consistent updates and targeted outreach, the project aims to create a lasting impact in both the scientific community and public discourse.

5.3 Traditional Outreach Channels

SENSOPAD events and conferences

Several events are described under the project's scope, aiming to enhance the project's visibility, highlight its objectives, and raise awareness of its results. Throughout the project's implementation, the following types of events are examples of activities that will be delivered as part of the efforts of different consortium partners and tasks:

Indicative workshops and engagement activities

Activity	Description
Workshops/Webinars	Focused on disseminating key project outcomes to a diverse audience, including industry, academia, policymakers, and the general public. These workshops and/or webinars will be organised by SENSOPAD or delivered through participation in events and fairs.
Scientific Conferences	Presenting research findings and project advancements at relevant scientific conferences.
Co-creation workshops	A series of workshops to engage different stakeholders, including industry professionals and the public, in discussions around project outcomes and innovations. In addition, such workshops will help to gather expert feedback.

Table 8 Types of SENSOPAD events and conferences

Final Event

As the SENSOPAD project moves towards its end at M48, a final dissemination event will be organised to showcase the project's achievements in advancing endometriosis detection through innovative biosensing technology, AI-driven diagnostics, and digital health solutions. The event will focus on attracting policymakers, healthcare professionals, researchers, and industry stakeholders, providing a platform to share the project's findings and raise discussions on its impact. To amplify outreach and participation, the conference maybe will be organised as a satellite/spin-off event alongside a relevant medical or healthcare innovation conference, bringing broader visibility, stronger networking opportunities, and greater dissemination opportunities of SENSOPAD's results.

External Events and Conferences

In addition to organising its internal events, the SENSOPAD consortium will actively participate in external conferences, workshops, and other outreach activities to engage with a broader audience in biomedical technology, women's health, menstrual health, FemTech, and digital diagnostics. Participation in such events allows partners to:

- Present the project's rationale, objectives, and technological innovations.
- Share research findings and advancements in biosensors and AI applications for endometriosis detection.
- Promote upcoming project activities and public engagement opportunities.
- Establish synergies and networks with related EU-funded projects and clusters, industry leaders, healthcare providers organisations, and patients' associations.
- Engage relevant stakeholders, including clinicians, researchers, policymakers, and patient advocacy groups.
- Circulate the project's dissemination channels such as the project website and social media platforms.
- Stay informed about the latest developments in medical technology, AI, and biosensing research.

Participation in these external events is fundamental for the smooth progress of the project's Dissemination and Communication Plan. For this reason, all partners involved in event organisation and participation must complete the Event Reporting Template, documenting key communication and dissemination activities.

The following table presents a selection of indicative external events relevant to the SENSOPAD project's concepts. These events provide the consortium with an opportunity to engage with a wider audience in the fields of medical technology, material engineering, microfluidics, FemTech, digital diagnostics and others.

Conference	Description	Date	Location
15 th Graphene and 2D Materials Conference and Exhibition - Graphene2025	Annual conference for researchers, scientists, engineers, and experts from around the world to discuss and share their latest findings, research, and developments in the field of graphene.	June 25 – 28, 2025	San Sebastian, Spain
2nd International Conference on Graphene and 2D materials (ICG2DM-2025)	The conference aims to showcase the advances and challenges in Graphene and 2D Materials , synthesis of Graphene and 2D Materials, Ceramics and Composite Materials and more.	July 24 – 26, 2025	Frankfurt, Germany
Physics and Chemistry of Microfluidics <i>Gordon Research Conference</i>	International scientific conference focused on advancing the frontiers of science through the presentation of cutting-edge and unpublished research, providing time for discussion after each talk.	June 1 – 6, 2025	Lucca, Italy
International Conference on Surface Engineering and Coating Technology 2025	The conference provides an excellent opportunity for scientists to discuss the latest advances in surfaces and coatings physics and chemistry, surface engineering/ modification, coatings deposition and functionalisation processes, and the investigated properties.	July 22 – 23, 2025	Rome, Italy
Materials Research Society (MRS) meeting and Exhibition 2025	A meeting of materials researchers worldwide that promotes communication for the advancement of interdisciplinary materials research and technology to improve the quality of life.	April 7 – 11, 2025	Seattle, USA
International Conference on Laboratory Medicine and Clinical Chemistry 2025 - ICLMCC	It is an interdisciplinary platform for researchers, practitioners and educators to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered, and solutions adopted in the fields of Laboratory Medicine and Clinical Chemistry.	April 17 – 18, 2025	Seville, Spain
In Vitro Diagnostic Regulations – MedTech Summit	The conference offers essential insights on global regulatory compliance, EU IVDR deadlines, UKCA updates, and IVD certification.	June 16 – 20, 2025	Berlin, Germany

MEDICA 2025	With 5,000+ exhibitors from 72 countries and 80,000 visitors, MEDICA in Düsseldorf is one of the world's largest medical B2B trade fairs. It showcases innovations in medical imaging, diagnostics, health IT, mobile health, and more. The event features top-tier forums, conferences, expert discussions, product pitches, and award ceremonies.	November 17 – 20, 2025	Düsseldorf, Germany
Digital Health World Congress HealthTech 2025	Digital Health World Congress 2025 is a leading global event showcasing the latest innovations in digital healthcare, telemedicine, AI, and wearable technology. Featuring top industry speakers, panel discussions, and networking opportunities, it brings together healthcare professionals, tech leaders, and policymakers to explore the future of digital health.	May 29-30, 2025	London, United Kingdom

Table 9 Indicative external events

Event Participation Guidelines

When attending external events, partners are encouraged to:

- Adhere to SENSOPAD's visual identity guidelines, using official promotional materials such as leaflets, posters, and presentation templates.
- Inform the consortium, especially the dissemination manager (WR), about their participation to support the promotion through SENSOPAD's dissemination channels.
- Complete a post-event report summarizing the participation, stakeholder engagement, and key outcomes.

5.4 Dedicated Dissemination Channels

Scientific Publications

Scientific publications hold an important role in disseminating the findings of the SENSOPAD project within the academic and research communities. These publications will contribute to advance knowledge in biosensing technology, digital health applications, and AI-driven diagnostics for endometriosis detection. The project aims to produce at least twelve (12) scientific/technical publications, targeting major journals aligned with its research goals. These publications will raise awareness, encourage peer reviewing, and introduce the adoption of SENSOPAD's findings and outcomes in further research and clinical applications.

To maximise outreach, ensuring broader accessibility. Presenting preliminary results at conferences and symposiums will further engage the academic community and stimulate discussions. Key findings will also be summarised in simple words through the project website, blog posts, infographics, and newsletters to engage non-expert audiences.

A dedicated academic publication matrix has been created and shared among partners to monitor publication efforts.

Indicative Journals for dissemination of project results			
Title	Impact Factor	Title	Impact Factor
Nature Biomedical Engineering	29.234	Chemical Engineering Journal	13.2
Chemical Science	9.3	Nature Nanotechnology	31.5
Biosensors and Bioelectronics	12.545	ACS Applied Materials and Interfaces	9.2

Table 10 Indicative Journals

Non-Scientific Publications

To reach a wider audience, as part of their D&C activities, SENSOPAD partners will also produce and disseminate non-scientific publications such as press releases, media articles or interviews. These will be used to communicate project milestones, results, and upcoming events to both local and EU-level audiences. Press releases will be drafted strategically to highlight major achievements and increase visibility among policymakers, patient advocacy groups, and healthcare professionals.

Promotional material like factsheets and infographics may be developed to further support communication efforts. For example, the promotional materials can introduce the project's objectives and methodologies, while later versions can summarise key results, particularly from clinical validation activities. These materials may be used in addition to other dissemination material to enhance engagement by presenting complex information in a visually accessible format.

All published materials will be tracked through a **Dissemination Reporting Template**, ensuring a structured and coordinated approach.

Horizon Europe Dissemination Channels

To further enhance the visibility of SENSOPAD's results, partners have the opportunity to utilise the following Horizon Europe channels where applicable:

- **Horizon Results Platform** – A platform for showcasing research outcomes and exploring collaboration opportunities.
- **Horizon Results Booster** – A support service for projects aiming to maximise impact, strengthen dissemination efforts, and develop exploitation plans.
- **Horizon Dashboards** – An interactive platform providing access to data and statistics on EU-funded research and innovation activities.

By strategically leveraging these dissemination channels, SENSOPAD can ensure that its findings reach key stakeholders, establish collaborations, and contribute to the long-term impact of its innovative healthcare solutions.

5.5 Networking and Collaboration with Related Initiatives

For a Horizon Europe research project like SENSOPAD, establishing networks and collaborating with related initiatives and scientific communities is essential to maximising dissemination efforts and impact. The Dissemination and Communication Plan (DCP) is designed to support identifying collaboration opportunities with relevant initiatives by providing a foundation for exploring relevant activities and networks.

As SENSOPAD progresses, new opportunities for joint activities will emerge.

SENSOPAD's Key Networks and Collaborations

The SENSOPAD consortium has access to a range of industry and policy networks that can support dissemination efforts and enhance the project's reach. These networks provide opportunities to share findings, engage with stakeholders, and explore synergies with ongoing initiatives.

Industry Networks

- European Digital Innovation Hubs Network
- AI for Health & Digital Healthcare Networks
- EIT Health
- European Society of Human Reproduction and Embryology (ESHRE)
- MedTech Europe
- International Society for Gynecologic Endoscopy (ISGE)
- Global Digital Health Network
- Graphene Flagship
- Microfluidics Innovation Hub

Policymaker & Research Networks

- European Institute of Innovation & Technology (EIT)
- European Research Council (ERC) – Health & Life Sciences Cluster
- European Commission's Health and Digital Executive Agency (HaDEA)
- OECD Health Data & AI Observatory
- WHO Digital Health Initiative

Collaboration with EU-Funded Projects

To strengthen its impact, SENSOPAD will establish links with ongoing or completed EU-funded projects with similar objectives. Collaboration with these projects will facilitate knowledge exchange, increase visibility, and create synergies that enhance the overall effectiveness of SENSOPAD's dissemination efforts.

Forms of collaboration may include:

- **Cross-promotion:** Featuring related projects on SENSOPAD's website and vice versa.
- **Social media engagement:** Sharing project updates, supporting each other's outreach efforts, and engaging in joint campaigns.
- **Event participation:** Inviting partners to key events such as webinars, panel discussions, and workshops.
- **Joint events:** Organising shared knowledge-exchange sessions, roundtables, and conferences.

6. Monitoring, evaluation and reporting framework

6.1 Monitoring and evaluation

An ongoing monitoring process is crucial for successfully implementing of the project's DCP. This process is important for evaluating the communication and dissemination strategy's effectiveness and ability to achieve the established objectives. It involves assessing the necessity of certain activities and identifying areas that may need adjustments, such as enhancing engagement on more effective social media platforms or reducing focus on less popular dissemination channels.

This section provides a concise overview of the project's monitoring process and outlines the key KPIs that will be used to assess the progress and performance of the project. A series of KPIs has been selected to measure the impact of the dissemination and communication activities. These KPIs, detailed in the accompanying table, will serve as benchmarks for success. All metrics listed, whether from digital or traditional activities, will be considered and compared in the analysis via the utilisation of distinct methods and tools. Specifically, in the context of SENSOPAD, data collection methods such as web and social media analytics tools will be employed to produce an impact-driven assessment. However, at this point, it should be noted that these targets might need refinement as the project progresses and new insights are gained. All the metrics will be reviewed and, if necessary, will be updated in a revised version of the DCP by M16. As the dissemination and communication manager, WR will oversee the monitoring and evaluation framework for SENSOPAD, but all consortium partners are expected to actively participate in assessing the activities under the DCP. This collaborative approach will ensure that diverse perspectives contribute to a comprehensive evaluation.

Activity	KPI	Method	Target M48	Monitoring frequency
Website visits	Number of visitors	Google Analytics	>10,000	Periodically
Social Media followers	Number of followers	Social Media metrics	>1,000	Periodically
Social Media Impressions	Number of impressions	Social Media metrics	>10,000	Periodically
General Public Reached	Number of people reached	Social Media metrics/D&C Monitoring Template/Google Analytics	>50,000	Periodically
Promotional Video Views	Number of views	YouTube metrics	>10,000	After the video publication
Newsletters/Subscribers	Number of Newsletters/subscribers	MailChimp/LinkedIn Newsletter metrics	6/ >300	Every 8 months
Synergies with initiatives and networks related to D&C	Number of synergies	NA	≥20 (total, beyond D&C)	Periodically

External events/conferences attended	Number of external events/conferences	NA	>30	Periodically
Final event organisation	Number of attendees	NA	≥100	After the final event
Workshops/Webinars organisation	Number of workshops/webinars	NA	> 10	Periodically
Project promotional material distributed/downloaded	Total number of elements distributed and downloads	Website metrics/ D&C Monitoring Template	>500	Periodically
Scientific/technical publications	Number of publications	NA	> 12	Periodically

Table 11 Dissemination KPIs Overview

6.2 Reporting

Reporting and documentation are basic elements of the SENSOPAD DCP. The goal is to track all dissemination, communication, and stakeholder engagement activities. All partners are required to continuously report their respective actions by completing the relevant templates, which have been created and shared by WR.

Three documents have been designed and distributed to monitor the activities carried out by the consortium partners.

Annex	Dissemination Tool	Coverage	When
Annex II	DC_and_Events reporting template	All individual dissemination and communication activities carried out and external events attended by the partners throughout the project	Continuous
Annex III	Event's reporting template	Milestone event organised by the partners	Within fifteen (15) days after the implementation of the event
Annex IV	Academic publications matrix	Any scientific or academic publication (e.g., academic paper in peer-reviewed journal) that is planned or achieved in the context of the project	Continuous

Table 12 Annexes Overview

Dissemination, Communication and Events Reporting Template: This template tracks all dissemination and communication activities throughout the project. All partners must update it regularly, at least once a month or after the completion of the activity. This ensures early identification of any issues or gaps and allows for timely mitigation.

Event Reporting Template: This template should be filled out for SENSOPAD events and conferences. It must be sent to WR within 15 days after the event. Events should also be communicated to WR in advance for promotional purposes.

Academic Publications Matrix: This template monitors any academic publication in progress, planned, or published. The responsible academic partner will keep it updated and inform WR of significant updates.

Each partner must contact White Research immediately if any risks or issues arise related to communication, dissemination, or publicity activities.

7. Timeline and Implementation plan

Communication activities will coincide with the start of the project and continue throughout its lifecycle. Dissemination actions will be initiated once the first research findings are available and continue until the project ends. The project is divided into four phases:

Phase 1 (M1-M12): Early in the Project – This phase focuses on general project promotion, raising awareness, and engaging key stakeholders. It includes designing the logo, defining visual identity, launching the website and social media profiles, and developing initial communication materials. By M6, all project tools and channels should be in place.

Phase 2 (M12-M36): During the Project – This phase continues raising awareness, establishing stakeholder relationships, and facilitating knowledge sharing. The website and social media accounts will maintain and enhance the project's online presence. New synergies will be created with other initiatives, and two updated reports will be presented in M16 and M35 including lessons learnt, reflecting on and assessing the activities held and the designed strategy in two different points of the project, and reporting the results on the dissemination and communication performance.

Phase 3 (M36-M48): Towards the End of the Project – This phase focuses on wide dissemination of the project's results, once they are at a more advanced stage. The outcomes will be promoted via online and offline activities, relying more, in comparison with the previous phase, on presentations at external events, a series of webinars, conferences, and scientific journals, and of course on the final dissemination event. The project will continue engaging with stakeholders to encourage the uptake of results.

Phase 4: Beyond the Project – After the project ends, the promotion of its outcomes will continue through partner networks and everyday activities. Key stakeholders will act as multipliers for the project's results. Publications in popular media and scientific journals will further the dissemination of the project's developments. This phase will be closely linked with the project tasks focusing on the exploitation and sustainability of SENSOPAD's key results.

References

European Commission (2021). The use of the EU emblem in the context of EU programmes 2021-2027: Operational guidelines for recipients of EU funding. MARCH 2021. Available here: https://commission.europa.eu/system/files/2021-05/eu-emblem-rules_en.pdf

Scherer, J. et al., (2022) Successful valorisation of knowledge and research results in Horizon Europe. Boosting the impact of your project through effective communication, dissemination and exploitation, European IP Helpdesk. Available [here](#) (Accessed: 3 February 2025).

Annexes

Annex I – Dissemination Guidelines

The use of EU – Logo/Emblem

All beneficiaries, managing authorities and implementing partners of EU funding must use the EU emblem in their communication to acknowledge the support received under EU programmes and contribute to the visibility of the EU on the ground (European Union, 2021).

Recipients of EU funding have a general obligation to communicate and raise EU visibility. An important obligation in this context is the correct and prominent display of the EU emblem, in combination with a simple funding statement, mentioning the EU support (Regulation (EU) 2021/1060, Article 47)).

The EU emblem is the single most important visual brand used to acknowledge the origin and ensure the visibility of EU funding. Apart from the emblem, no other visual identity or logo may be used to highlight manaEU support (European Commission, 2021).

- Recipients of EU funding have the obligation to ensure that the EU emblem can easily be seen in a given context. This context might vary and depends on many factors. Attention needs to be given, for example, to the emblem's size, positioning, colour and quality relative to its context.
- Recipients of EU funding must be able to demonstrate and explain how they ensure prominence for the EU emblem and the accompanying funding statement at all stages of a program, project or partnership.

The European Union emblem must not be modified or merged with any other graphic element or text. If other logos are displayed in addition and in association to the EU emblem, the latter must be at least the same size as the biggest of the other logos.

Vertical logo



**Funded by
the European Union**

Horizontal logo



Funded by the European Union

Funding acknowledgement

Any communication or dissemination activity related to the action must indicate the following disclaimer (translated into local languages where appropriate):

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

SENSOPAD Publications Matrix

The **Publications Matrix** is used for tracking all scientific and technical publications within the SENSOPAD project. Keeping it updated ensures compliance with reporting requirements and increased visibility of project results.

Each entry in the matrix should include the names of all contributing authors and their affiliated partner organizations. The title of the publication must be clearly stated, along with any related SENSOPAD deliverables or project results it is based on. If possible, please link the publication with the Exploitable Results defined as part of the Exploitation and IP Strategy task (if you have any questions, you can contact WR). The journal, proceedings, or book where the publication appears should be mentioned.

It is important to specify the current status of the publication, indicating whether it is in preparation, submitted, accepted, or published. If the publication has a DOI (Digital Object Identifier), it should be included, along with a link to any open-access repository where it is stored. The type of publication - whether it is a journal article, conference paper, book chapter, or another format - must be clearly indicated.

Additionally, information about the publisher and the year of publication should be provided. Open-access availability must be clarified, distinguishing between Green Open Access (with details on any embargo period) or Gold Open Access (noting any article processing charges). If the publication has undergone peer review, this should also be noted, along with whether it is a joint publication between public and private sector partners.

To ensure accurate reporting, all project partners should regularly update the matrix with new publications, along with any upcoming/planned publications and any changes in status. This helps maintain a comprehensive overview of the project’s research contributions and their impact.

SENSOPAD Dissemination & Communication (D&C) Monitoring

The **D&C Monitoring Sheet's** goal is to record of all dissemination and communication activities carried out under the SENSOPAD project. This includes a wide range of efforts, such as press releases, social media campaigns, website articles, interviews, participation in events, and other outreach initiatives.

For each activity recorded, it is essential to specify which partner is responsible for it, the date it took place, and whether it was conducted online or in person. The nature of the activity should be classified as either a dissemination or communication effort, with a brief description summarizing its objectives and outcomes. The type of audience reached should be identified, whether policymakers, industry stakeholders, researchers, or the general public, along with an estimate of how many people were engaged.

Further details should include the role of the partner involved - whether they were a speaker, author, facilitator, or participant - and any promotional materials used, such as brochures, posters, or digital content. If additional project partners contributed to the activity, they should be acknowledged. The document should also indicate whether the activity has been completed or is still ongoing.

To support transparency and maximise outreach, any relevant links to press coverage, event pages, or social media posts should be included. Partners are encouraged to report activities in a timely manner, with external event participation being documented immediately after the event. **WR will maintain an accurate record of all dissemination efforts.**

SENSOPAD Events Reporting Template

The **Events Reporting Template** is designed to capture detailed information about events organised by SENSOPAD, and external events attended by project partners. Proper documentation of these events helps demonstrate the project's engagement with stakeholders and supports effective reporting.

Each event entry should include the event title, date, and location, along with the names of the organisers. The target audience must be described in terms of the number and types of attendees, specifying their backgrounds - whether they are policymakers, SMEs, researchers, or members of the general public. It is also important to record the geographical scope of the event by listing the countries represented.

You are encouraged to provide more information about the event and its link to your work in SENSOPAD. For example, outlining the objectives of the event, - and explaining how it aligns with SENSOPAD's mission. If the event was organised by the project, details on the structure of the event, an overview of key sessions, discussions, and activities. If the event involved external participation, the specific role of SENSOPAD partners such as presenting, moderating, or networking—can be described.

A section on dissemination activities should outline how the event was promoted, whether project materials were distributed, and how SENSOPAD was highlighted.

We encourage you to attach any supporting materials such as event agendas detailing the speakers and sessions, photos, and any media coverage. Any presentations given by SENSOPAD partners can also be included, if you want them uploaded to the project's website.

Partners are encouraged to complete the event report immediately after the event concludes, ensuring that all details are captured while still fresh. This contributes to a well-documented record of the project's outreach and engagement activities.

Annex III - Event's reporting template

Event's Aggregate Data

Title	
Date	
Venue	
Organizers	
Audience (number and type)	
Duration	

Stakeholders reached

What type of stakeholders were engaged?

- Define the type(s) of stakeholders reached (policy, SMEs, general public etc.)
- How many people attended?
- How many women attended?

Event's goals, objectives and relevance with SENSOPAD

What were the key objectives of this event/activity? (e.g., to gather ideas, gather data, find new stakeholders, etc). Was the event relevant to SENSOPAD? To what extent?

Organisation of the event

In case of organizing a project's event. For participation in external events do not complete this section.

How was the event/activity organized?

- What steps were taken to set up the activity/event?
- What was the location of the event and why was this area selected?

Annex IV - Academic publications matrix

SENSOPAD publications matrix														
#	Author(s)	Partner(s)	Title of paper	Related SENSOPAD deliverable or result (if any)	Title of the Journal/Proceedings/Books series/Book (for book chapters)	Status of paper	DOI	Type of publication	Repository Link	Year of Publication	Is this publication available in Open-Access, or will it be made available?	If Green Open Access, length of the embargo (in months)	If Gold Access, processing charges for Gold Open Access	Is this a joint public/private publication?
1														
2														
3														
4														
5														
6														
7														

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Partners		Short Name
	NATIONAL TECHNICAL UNIVERSITY OF ATHENS	NTUA
	COPENHAGEN BUSINESS SCHOOL	CBS
	UNIVERSIDADE DA CORUNA	UDC
	WHITE RESEARCH	WR
	BIOG3D MONOPROSOPI IKE	BIOG3D
	SIGNALGENERIX LIMITED	SG
	ALMA MATER STUDIORUM - UNIVERSITA DI BOLOGNA	UNIBO
	GRAPHENEA SEMICONDUCTOR SL	GSEMI
	UNIVERSIDADE DE COIMBRA	UC
	INNOVATION IN RESEARCH AND ENGINEERING SOLUTIONS	IRES
	INTERNATIONAL IBERIAN NANOTECHNOLOGY LABORATORY	INL
	GALS BIO LTD	GALS BIO
	FREDA HEALTH PRODUCTS LTD	FREDA
	THE CHANCELLOR, MASTERS AND SCHOLARS OF THE UNIVERSITY OF OXFORD	UOXF