



D11.2

D&C Plan I

White Research

12/2025

Project Information

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TITLE	SENSING ENDOMETRIOSIS ON PORTABLE AUXILIARY DEVICES
GRANT AGREEMENT No	101130516
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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) and ROSETTA 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.

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1.0	18/12/2025	Final Version	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 X
AI	Artificial Intelligence
CBS	Copenhagen Business School
UDC	Universidade Da Coruna
BIOG3D	Biog3d Monoprosopi Ike
SG	SignalGeneriX Limited
UNIBO	Alma Mater Studiorum – Universita 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 *(Updated)*

This Deliverable, **11.2: Dissemination & Communication (D&C) Plan I**, extends on **Deliverable 11.1: Preliminary Dissemination and Communication (D&C) for SENSOPAD (GA: 101130516)**. Deliverable 11.2 outlines the dissemination and communication strategy implemented during the first 16 months of the project (September 2024 – December 2025), highlighting key messages, communication tools and channels, and the activities designed to maximise SENSOPAD's visibility.

The Dissemination and Communication Plan (DCP) serves as both a strategic and operational guide for all consortium-led communication and dissemination activities. It ensures that SENSOPAD's results, tools, and messages reach diverse stakeholder groups, enhancing visibility, outreach, and long-term impact. The plan outlines the project's dissemination strategy, updates the channels and tools used, and defines a precise monitoring and reporting framework. It also highlights the role of all consortium partners in supporting the project's communication efforts and contributing to its overall success.

This updated version reflects the project's progress at **Month 16 (M16)**, integrating newly implemented activities and enhanced approaches to stakeholder engagement, digital outreach, visual identity, and content development. It is structured as follows:

- **Chapter 1** introduces the purpose, scope, and structure of the DCP, highlighting its role in supporting SENSOPAD's communication objectives.
- **Chapter 2** provides an overview of the SENSOPAD project, including its context, objectives, and relevance within the research and innovation landscape.
- **Chapter 3** details the methodology for communication and dissemination activities, including approaches for stakeholder engagement and information sharing.
- **Chapter 4** presents the dissemination strategy, defining objectives, identifying key audiences, and outlining tailored messages for each stakeholder group.
- **Chapter 5** introduces the SENSOPAD communication and visual identity toolkit, including updates to branding elements such as the logo, leaflet and poster, as well as digital and traditional outreach channels and collaboration with related initiatives.
- **Chapter 6** describes the monitoring, evaluation, and reporting framework, covering analytics for digital platforms, events, newsletters, promotional materials, stakeholder engagement, and progress against Key Performance Indicators (KPIs).
- **Chapter 7** summarises the timeline and implementation plan for dissemination activities, including key milestones and phased rollout.

All partners are expected to actively contribute to the implementation of dissemination activities in line with the strategy. WR, as the leader of SENSOPAD communication and dissemination efforts, will closely monitor the activities described in this document and provide all necessary support to consortium partners.

By M16, SENSOPAD has made significant progress in implementing its dissemination and communication strategy, resulting in increased visibility and engagement across multiple platforms. The project website has attracted over **1,800 visitors**, while social media channels have collectively **reached more than 61,000 people** and accumulated **581 followers**, indicating steady advancement toward the project's KPIs. **Ten external events** and conferences have already been attended, engaging over **4,000**

participants across Europe, and the first newsletter and press release have been successfully issued. In addition, over **70 pieces of promotional material** have been distributed, and collaboration opportunities with related initiatives have been initiated.

These early outcomes demonstrate strong momentum in awareness-raising and stakeholder engagement, laying a solid foundation for the second phase of SENSOPAD's dissemination and communication activities, which will increasingly focus on sharing research results and promoting wider adoption of the project's innovations.

1. Introduction (Updated)

Deliverable 11.2 presents the updated version of the SENSOPAD Dissemination and Communication Plan (DCP). Its primary aim is to provide consortium partners with clear, practical guidelines for disseminating and communicating the project's objectives, progress, and results throughout the four-year implementation period. In doing so, the deliverable outlines the project's overall dissemination and communication strategy, detailing the objectives, methodologies, channels, and tools that will support effective engagement and awareness-raising activities.

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.

This deliverable further provides guidance to consortium partners on communicating the project's vision and gathering stakeholder insights. As part of the horizontal Work Packages (WP11–13: Dissemination, Communication, and Business Models Definition I–III), D11.2, and its subsequent updates, is closely linked to the activities of other WPs. Dissemination and communication activities will run throughout the project duration (M1–M48), serving a dual purpose: raising stakeholder awareness and providing feedback to support and refine the consortium's work.

Overall, this deliverable summarises dissemination and communication activities through December 2025, including the status of D&C-related KPIs set out in the Grant Agreement (GA). It also provides guidelines for managing and monitoring past and planned activities, ensuring sustained outreach to relevant stakeholders and supporting ongoing project development. In addition, it outlines steps that contribute to the objectives of other work packages and ensures alignment with the project's broader dissemination goals.

In particular, the present DCP reports on the following:

- The dissemination objectives of SENSOPAD;
- The primary targeted audiences;
- The dissemination tools and communication channels which are being used by the consortium partners, aiming for maximum visibility and public awareness (i.e. promotional material, social media, website, newsletters, events organised by the project, external events in which partners will participate, scientific and non-scientific publications, synergies with other similar projects and initiatives);
- The reporting templates of the communication and dissemination activities, which need to be completed by partners throughout the project (event reporting, template for participation in external events/conferences, and the overall dissemination reporting template), along with the outcomes of the conducted activities;
- The KPIs for the monitoring and evaluation of the dissemination activities carried out under Work Package (WP) 11: Dissemination, Communication, and Business Models Definition I;

- The roles and responsibilities of the partners with respect to the project's communication and dissemination activities;
- The time plan portrays the various levels of dissemination and stakeholder engagement activities.

Active involvement from all partners is essential and requires dedicated time and resources to raise awareness and effectively engage target audiences. Accordingly, the following sections provide guidance regarding partners' roles and responsibilities in implementing dissemination and communication activities.

It is important to note that this document constitutes a “live” framework, subject to updates and modifications in line with the project's progress. The dissemination and communication strategy will be periodically revised with new elements, guidance, and inputs. The next version is planned for M35 (D12.1 – D&C Plan II), while D13.1 – D&C Plan III will be published at M48, coinciding with the project's conclusion.

2. About SENSOPAD

Endometriosis (ED) 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 underdiagnosed and poorly understood, leading to significant diagnostic delays; the average time to diagnosis is 7.5 years. The impact of this delay extends beyond physical health, affecting daily life, emotional well-being, and personal relationships, while also straining 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 focuses 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. Through research and innovation, SENSOPAD explores more efficient diagnostic approaches to help address diagnostic delays, enhance medical interventions, and reduce the burden on healthcare systems by minimising reliance on costly and time-consuming laboratory tests. By innovating toward more user-friendly solutions, SENSOPAD will improve how endometriosis is diagnosed and managed, offering a holistic, 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 ensure an efficient and successful D&C strategy, the project follows a structured approach that defines clear partner roles, activities, and includes 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 uses a mix of digital and traditional channels tailored to different stakeholder groups, improving engagement and knowledge transfer. (See Section 5 for details on communication tools and channels.)
- **Monitoring and Reporting:** A structured process is in place to assess the impact and effectiveness of D&C activities. Regular assessments will help refine the strategy to ensure 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 M35 and M48 will ensure that the approach remains effective and responsive to the project's progress.

4. Dissemination Strategy

4.1 Overview *(Updated)*

The initial version of the SENSOPAD DCP (presented in **M6**) aimed to establish a foundational framework for enhancing the project's visibility and facilitating active dissemination efforts to maximize its impact. This strategy was thoroughly designed to be consistent with the project's objectives, emphasizing the transfer of knowledge and outcomes to selected stakeholders while depicting the concept to a wider audience. The DCP establishes explicit standards for various dissemination actions throughout the project, addressing the main features identified in **Figure 1**. To ensure the effective execution of the communication and dissemination strategy, these key elements will be periodically reviewed.

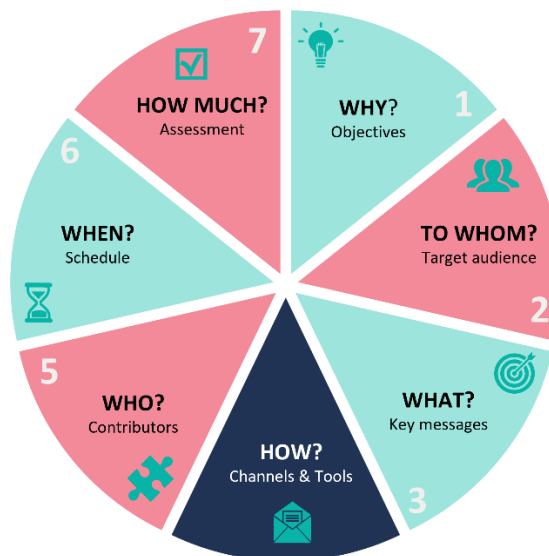


Figure 1: Overview of the SENSOPAD dissemination and communication strategy

Overall, SENSOPAD utilises a hybrid dissemination and communication strategy, blending **digital** and **traditional** outreach channels to distribute project-specific promotional materials effectively. 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/colour 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 includes 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, Facebook, Instagram, and Bluesky to reach diverse audience segments. The project website will serve as a central hub for all dissemination and communication activities.

Regarding traditional outreach, consortium partners will attend external events and conferences to stay informed about research and innovation and to 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 at engaging 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.

Table 3: Overview of Horizon Research methodologies

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

SENSOPAD D&C Objectives

Considering the guidelines above, the SENSOPAD D&C strategy is designed to reflect the project's approach, maximising the 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:

Table 4: SENSOPAD Communication objectives

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

Similarly, the dissemination objective aims to ensure stakeholders are informed about SENSOPAD's progress, thereby 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.

Table 5: SENSOPAD Dissemination Objectives

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

Roles and Responsibilities

Who?

All consortium partners are expected to actively contribute to D&C efforts aligned with the project's strategy. WR, as the lead for D&C, 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 in 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 (*Updated*)

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:

1. Industry stakeholders

- Advanced materials & nanotechnology (graphene, 2D materials, microfluidics, biosensing)
- Medical devices & diagnostics (IVD, MedTech manufacturers)
- FemTech & digital health companies
- Wearable/consumer health device manufacturers
- AI & health data analytics companies

2. Researchers & the scientific community

3. Technology Providers

- AI/ML developers
- IoT platform providers
- Cloud, cybersecurity, and data processing firms
- Sensor platform integrators
- Software developers

4. Business & Market actors

- Investors (VCs, FemTech investors, health-tech funds)
- Business consultants specialised in MedTech/FemTech
- Market analysts and innovation ecosystem actors
- Incubators and accelerators

5. General public

6. Policymakers & standardisation bodies

7. Healthcare specialists

7.1 Healthcare professionals

- Gynecologists
- General practitioners
- Endometriosis specialists
- Clinical researchers

7.2 Healthcare managers and decision makers

- Hospital managers

- Heads of diagnostic departments
- Laboratory managers and technicians
- Clinical procurement officers

To further refine the communication strategy, 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 relevant markets and research fields
- Potential impact on policy, industry, and society

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

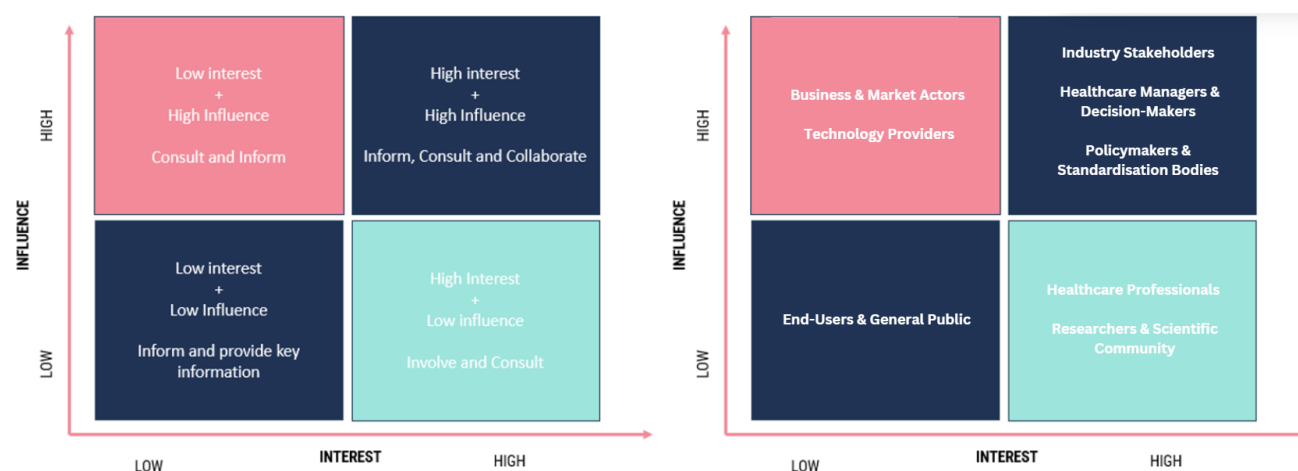


Figure 2: Stakeholder Matrix

Table 6: Target audiences and channels of communications

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,	Validation and dissemination of research findings, future collaborations	Website, conferences, webinars, workshops, scientific publications

	microfluidics, bioengineering		
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 & Market actors	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	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

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 its messaging is transparent, inclusive, and aligned with the needs and expectations of its diverse 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 relevant stakeholders, these items will be discussed and refined in future DCP updates 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, accessible diagnostic tools, SENSOPAD enables earlier medical interventions, potentially preventing disease progression and reducing long-term complications.
- **Addressing social barriers and raising awareness:** Menstrual health remains a 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

Table 7: Target audiences' 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

5. SENSOPAD Communication Toolkit and Outreach Channels *(Updated)*

5.1 Communication material

What to disseminate?

SENSOPAD's communication materials are designed to capture the audience's attention and enhance the project's visibility across 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, visual identity, leaflet, 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, consistent visual identity is essential to effectively communicate and promote the SENSOPAD project and its objectives. To achieve this, a project logo and visual identity were developed early in the project, aspiring to grasp the project's thematic focus on innovative sensor technology for endometriosis detection and the social and technical implications of the issue. Creating a strong visual identity ensures recognition across all communication materials, including leaflets, posters, presentations, and digital content, builds 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 for 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 (Updated)

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. The documents have now been finalised and are provided below. They are also available for download and distribution through the Communication Toolkit section on the website.

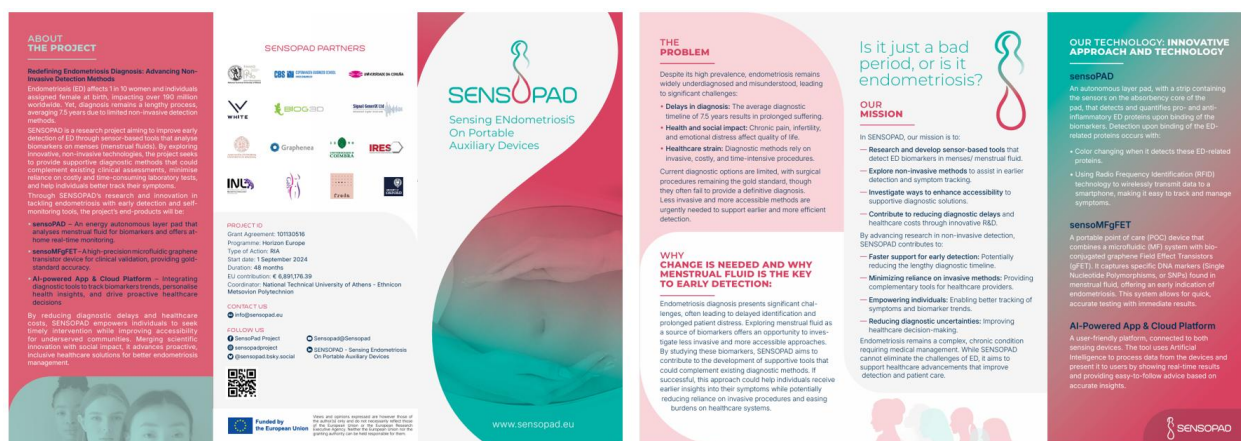


Figure 4: SENSOPAD Leaflet exterior part (left) and interior part (right)

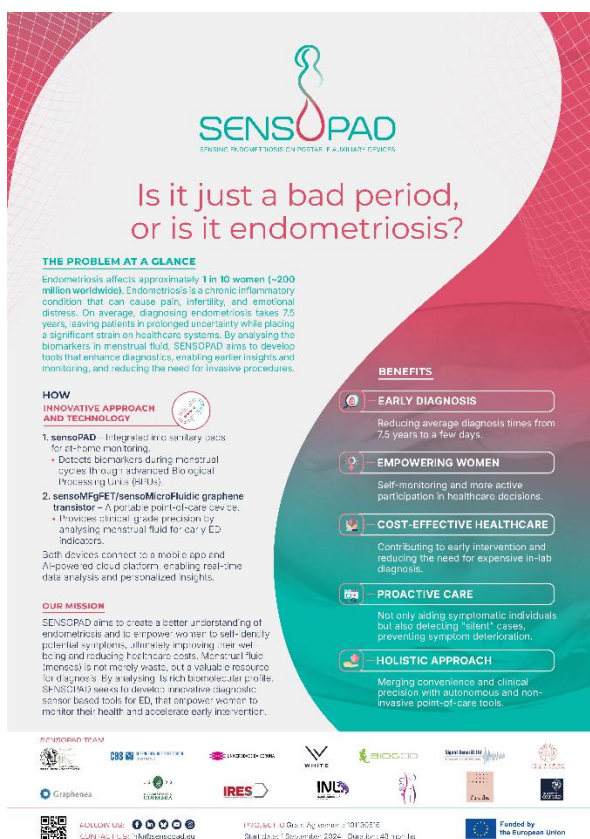


Figure 5: SENSOPAD Poster

Templates

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



Figure 6: SENSOPAD Word template (left) and PowerPoint template (right)

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 to ensure 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 may 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 activities. 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 significant developments. Visual materials will also be integrated to facilitate clear and engaging storytelling.

Maintaining a clear and consistent visual identity will contribute to the project's visibility, facilitate stakeholder engagement, and support broader discussions on endometriosis detection and awareness.

5.2 Digital Presence

How do 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 regarding endometriosis and related 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.

5.2.1 Website *(Updated)*

The SENSOPAD website serves as the primary hub for disseminating information about the project's objectives, research developments, and key milestones. Launched in **M9**, the website provides open access to project updates, scientific publications, dissemination materials, and relevant resources. It also includes information on the project's team, upcoming events, and collaboration opportunities.

Designed with user-friendliness and accessibility in mind, the website ensures that both professional and general audiences can easily navigate and engage with the content. It communicates SENSOPAD's vision, objectives, methodology, consortium partners, and innovations clearly and engagingly.

The SENSOPAD website, managed by WR in collaboration with the web development team, is regularly updated with news and content from across the consortium. Fully responsive and optimised for mobile and tablet use, it is developed in compliance with accessibility standards and GDPR requirements and will remain active for at least one year beyond the project's completion. Project partners are encouraged to contribute content, such as news articles, scholarly items, event information, and visual materials, under the oversight of the dissemination and communication team.

As the project evolves, the website will continue to serve as a dynamic and evolving platform, supporting communication, stakeholder engagement and the long-term visibility of SENSOPAD's outcomes.

5.2.1.1 Website mapping

The SENSOPAD website's site mapping is designed to ensure effective navigation and access to all relevant information. The sitemap outlines the website's structure, including key sections such as the homepage, about, innovations, applications, latest news, events, and resources. This structured overview is designed to improve usability for all visitors, including stakeholders, researchers, and the general public, by providing a clear guide to the website's content. Nonetheless, the website's structure and design used during the project's lifetime may be modified to accommodate new needs and progress within the project.

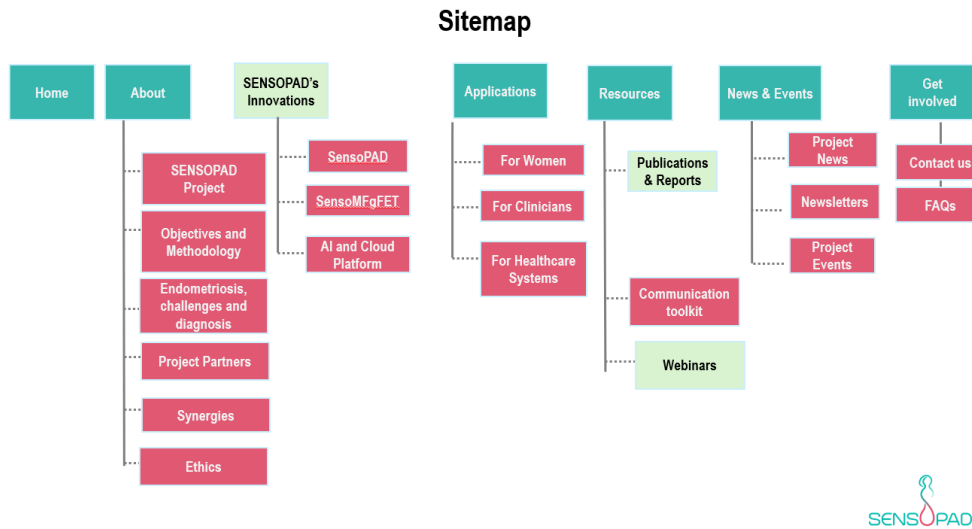


Figure 7: Website Sitemap

5.2.1.2 Navigation panel

The SENSOPAD website features a user-friendly navigation panel, providing easy access to detailed information on the project's objectives, activities, and resources. A breakdown of each main section follows, with a detailed explanation of the homepage.

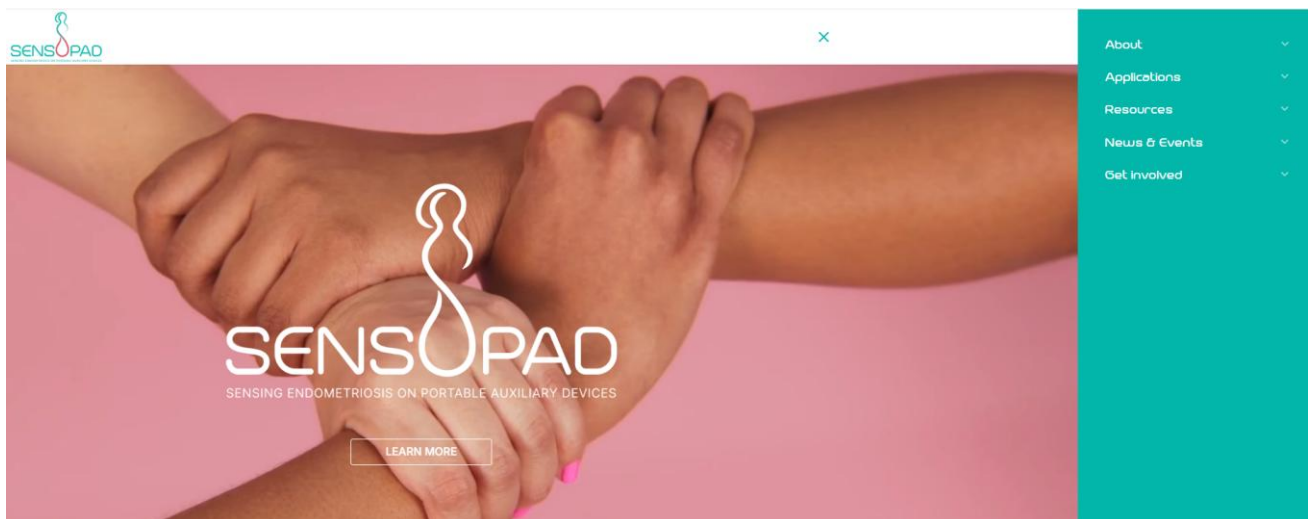


Figure 8: SENSOPAD Website navigation panel

About: Offers detailed insights into the project's foundation, including:

- **SENSOPAD Project:** summary of the project's scope and approach to endometriosis diagnosis
- **Objectives & sensing systems:** SENSOPAD's objectives, key goals and technologies
- **Endometriosis, challenges and diagnosis:** background information on endometriosis, diagnostic difficulties and gaps
- **Project partners:** list of SENSOPAD consortium partners
- **Our synergies:** a list of initiatives with a scope similar to SENSOPAD's

- **Ethics:** overview of ethical considerations, legal compliance, patient involvement and adherence to international standards

Applications: Features relevant material for the three main stakeholder groups: women, clinicians and healthcare practitioners, including:

- Expert insights to practical tips **for women**
- Clinical guidelines, research updates and tools to support diagnosis and treatment **for clinicians**
- Insights, best practices and patient care strategies **for healthcare systems**

Resources: A repository of materials and publications, including:

- **Publications and reports:** research papers, deliverables and articles from the SENSOPAD project
- **Communication toolkit:** visual and informational content for dissemination
- **Webinars:** webinars, podcasts, interview videos undertaken in SENSOPAD

News & Events: Keeps visitors informed about the latest developments, including:

- **Project news:** updates on project milestones and relevant industry news
- **Newsletters:** periodic updates and news about the project's progress
- **Project and Other Events:** information on upcoming and past events related to SENSOPAD

Get involved: Provides contact information for inquiries and further engagement with the SENSOPAD team

5.2.1.3 Homepage

The SENSOPAD website's homepage serves as the primary access point for visitors, providing a clear overview of the project's mission, innovations, and progress. It features the following key elements:

- **Project overview and vision:** Introduces SENSOPAD's goal to transform endometriosis diagnosis through non-invasive wearable and clinical biosensing technologies, outlining its contribution to women's health and early detection. This section provides visitors with a clear understanding of the project's mission and its alignment with broader EU health and innovation goals.
- **Understanding endometriosis:** Briefly explains the condition, the challenges surrounding its diagnosis, and how SENSOPAD's approach seeks to address them. It raises awareness of the medical and social impact of endometriosis, helping visitors understand the project's importance and necessity.
- **News and events highlights:** Features a dynamic feed with the latest news articles, updates, and event announcements. This section ensures ongoing engagement with the project's progress and encourages stakeholder participation through workshops, webinars, and public events, strengthening visibility and community interaction.

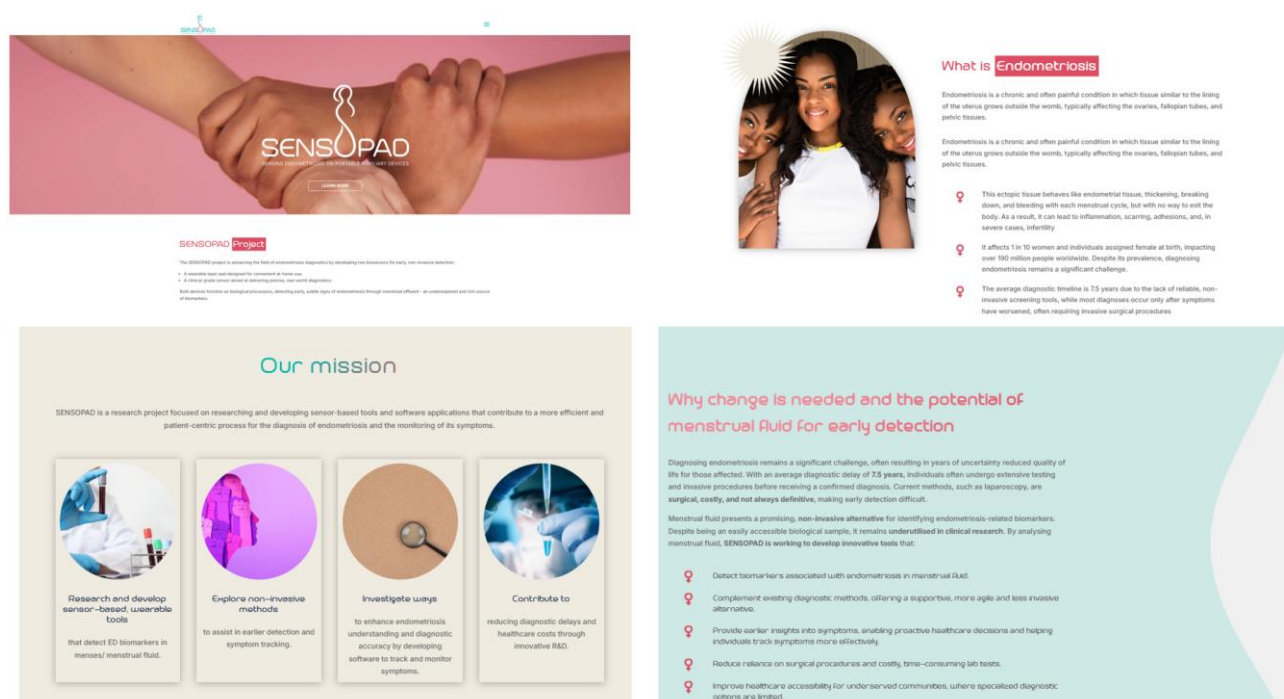


Figure 9: SENSOPAD Project overview and mission (left) and endometriosis overview, key challenges and SENSOPAD innovations (right)

5.2.2 Newsletters (Updated)

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 vital 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 Mailchimp email platform, 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.

To date, **one (1) newsletter** has been published and distributed via Mailchimp to the project's subscribers. All issues are also uploaded to the dedicated newsletter section of the SENSOPAD website, where visitors can access archived editions or sign up to receive future updates. Fully compliant with GDPR, the subscription process is consent-based, and recipients may opt out at any time. The SENSOPAD **2nd newsletter** is scheduled to launch on month 17 (**M17**), following the first webinar and recent technical developments.

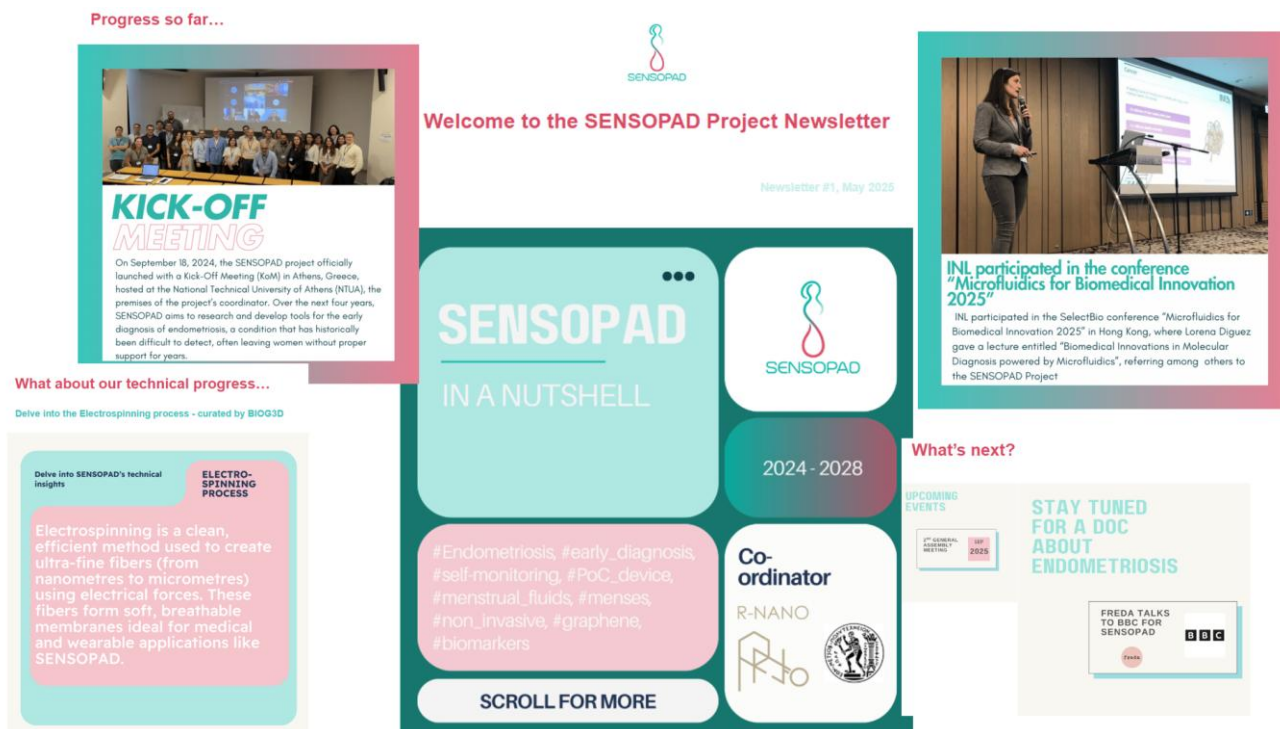


Figure 10: SENSOPAD 1st newsletter snapshots

5.2.3 YouTube

The project established a YouTube channel in **M2** to serve as a repository for all SENSOPAD-related video content. This channel will enhance communication by complementing written materials with audiovisual content that conveys the project's goals and research progress in a more engaging way. 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 ensure the video content aligns with the project's overall communication strategy and is widely shared with relevant networks, including the SENSOPAD ethics advisory committee and related EU projects.

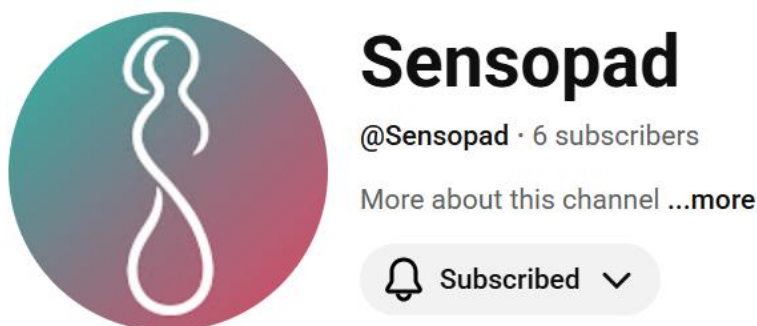


Figure 11: YouTube Profile

5.2.4 Social Media

Social media will play an essential 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 **M2**, the project had established a presence on key platforms, each selected for its suitability in engaging specific audiences.

LinkedIn

LinkedIn is the basic platform for engaging professionals, including researchers, clinicians, policymakers, and industry stakeholders. Launched on **M1**, it is used to share scientific insights, research updates, and 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 are encouraged to engage with SENSOPAD's LinkedIn page by sharing updates and promoting project-related content within their networks.

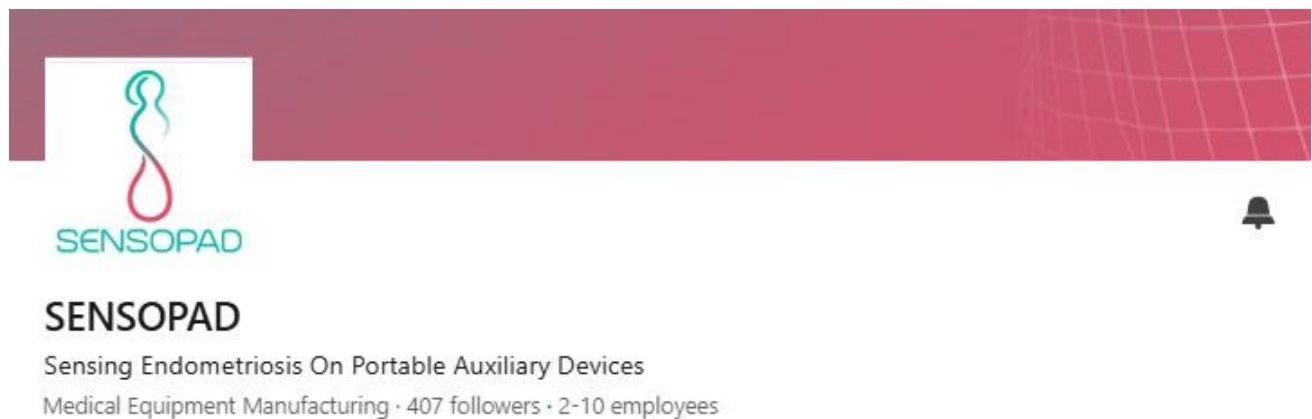


Figure 12: LinkedIn Profile

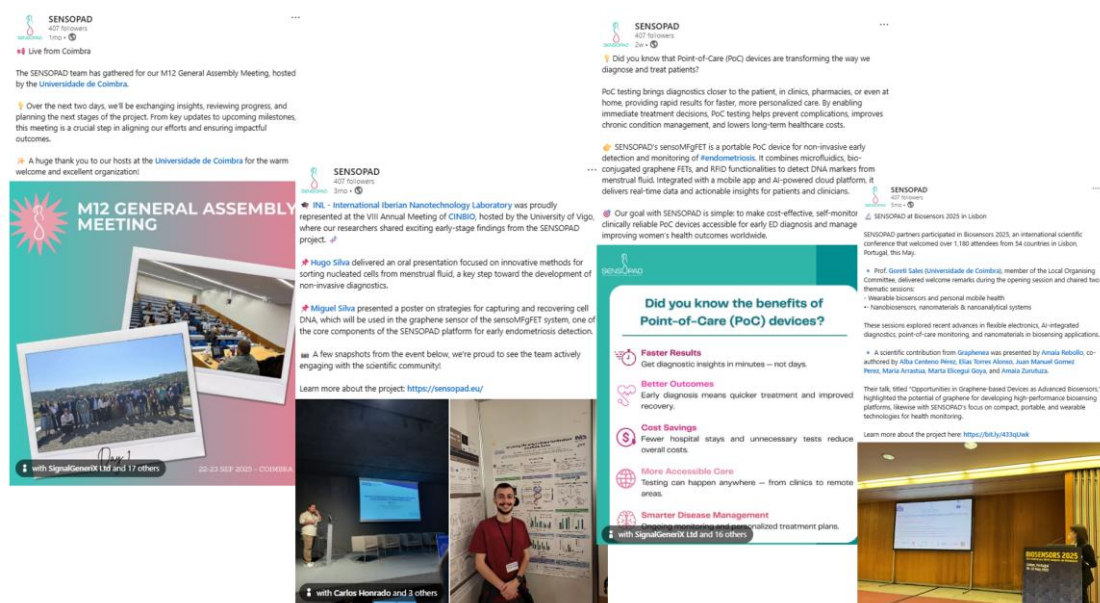


Figure 13: LinkedIn Snapshots

From X (formerly Twitter) to Bluesky

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 is 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.

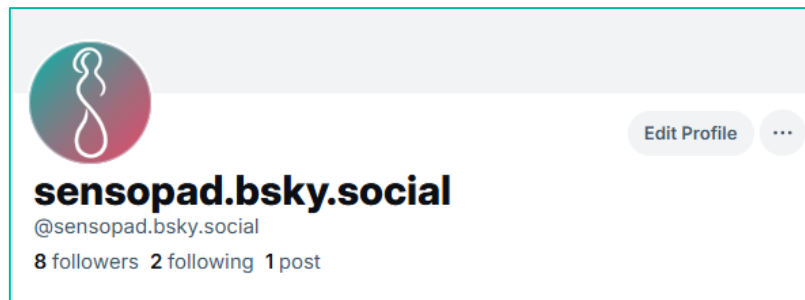


Figure 14: Bluesky Profile

Instagram and Facebook

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

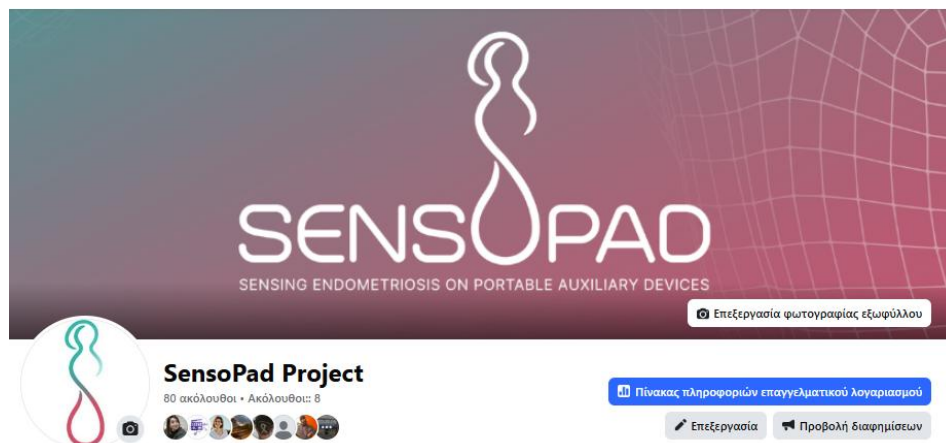


Figure 15: Facebook Profile

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 the distribution of audiovisual content on YouTube, SENSOPAD will establish a comprehensive 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 included in the project's scope to enhance 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

Table 8: Types of SENSOPAD events and conferences

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.

First annual meeting

The SENSOPAD M12 Project Meeting, held on 22–23 September 2025 in Coimbra, aimed to present the progress achieved within each work package and to outline the plans for the following six-month period (M12–M18) in preparation for the 1st Project Review Meeting at M18. Over the two-day agenda, partners reviewed completed and ongoing activities, including materials selection, SAP and textile development, biosensing material characterization, microfluidic g-FET advances, assay fabrication, and signal acquisition. Dedicated sessions for discussion, risk management, and quality management ensured alignment across technical and managerial aspects, while workshops and laboratory visits fostered collaboration, strategic planning, and a shared understanding of project innovations and upcoming milestones.

Day 1: 22nd September, 09:00 – 17:00h

ITEM	START	END	PRESENTER
Reception	8:45	9:00	
Welcome (adoption of agenda, project status, expectations to M36 & Gantt)	9:00	9:10	NTUA
Work packages presentations. Each WP presentation and discussion moderated by the WP leader			
WP1. Preliminary investigation of selection of materials and biological entities, and fabrication of devices. <i>Finalized WP</i>	9:10	9:30	NTL
WP2. Development of SAPs and non-woven electrospun textiles for safe and effective sensoPAD materials	9:30	10:00	NTL
WP3. Production and characterization of materials for biosensing in situ monitoring (sensoPAD)	10:00	10:30	UC
Discussion – risks, ideas, comments, etc...	10:30	11:00	AI
Coffee break	11:00	11:30	
WP4. Development of advanced materials for microfluidic g-FET	11:30	12:00	UD
WP5. Design and Fabrication of microfluidic assay	12:00	12:30	IN
Discussion – risks, ideas, comments, etc...	12:30	13:00	AI
Lunch	13:00	14:00	
WP6. Acquisition and transferring of SENSOPAD output signals	14:00	14:30	SC
Risk management plan and QMS framework	14:30	15:30	SG,FR
Coffee break	15:30	16:00	
Workshop/presentation(s) "Beyond SENSOPAD EU Project"	16:00	17:00	UOY, FRE
Visit to the Lab (BioMark Sensor Research)	17:00	18:00	UC
Consortium Dinner	20:00		

Day 2: 23rd September, 9:00 – 14:00h

ITEM	START	END	PRESENTER
Reception	9:00	9:10	
Welcome (adoption of agenda, summary of first day project status)	9:10	9:20	NTL
WP11. Dissemination, Communication, and Business Models Definition I	9:20	10:00	WI
Workshop session by WR	10:00	10:45	WI
Coffee break	10:45	11:00	
WP14. Project Management and partners coordination I (Risks monitoring, reporting)	11:00	12:00	NTL
Project Steering Committee (All WP leaders needed for Project Overview, Key Innovations, Deliverables and Gantt)	11:30	12:00	NTUA
Lunch	12:00	13:00	
Tour	13:00	15:00	



Figure 16: First annual meeting agenda (left) and SENSOPAD consortium (right)

Final Event

As the SENSOPAD project nears completion at M48, a final dissemination event will be organised to showcase its 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 spark discussion of its impact. To amplify outreach and participation, the conference may be organised as a satellite/spin-off event alongside a relevant medical or healthcare innovation conference, bringing broader visibility, stronger networking, and greater dissemination of SENSOPAD's results.

External Events and Conferences *(Updated)*

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 provider 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 DCP. For this reason, all partners involved in event organisation and participation must complete the **Event Reporting Template**, documenting key communication and dissemination activities. So far, the SENSOPAD project participated in the following external events and conferences:

Table 9: SENSOPAD External Events (M16)

#	Title	Type	Partner	Role / Means of dissemination	Date
1	Microfluidics for Biomedical Innovation 2025	Conference	INL	Speaker / Oral presentation of SENSOPAD	February 2025
2	Biosensors & Bioelectronics	Conference	GSEMI	Speaker / Oral presentation of SENSOPAD	May 2025
3	Navile Day - University of Bologna	Networking event	UNIBO	Speaker / Distribution of SENSOPAD promotional material	May 2025
4	Pint Of Science - Bologna	Networking event	UNIBO	Facilitator / Distribution of SENSOPAD promotional material	May 2025
5	Physics and Chemistry of Microfluidics GRC	Conference	INL	Attendee / Presentation of SENSOPAD poster with preliminary results	June 2025
6	CINBIO VIII Annual Meeting	Conference	INL	Attendee / Presentation of SENSOPAD poster with preliminary results accompanied with oral presentation	July 2025
7	European Researcher's Night 2025	Exhibition	INL	Attendee/ Distribution of SENSOPAD promotional material	September 2025
8	76th International annual meeting of international society of electrochemistry	Conference	UNIBO	Speaker / Oral presentation of SENSOPAD	September 2025
9	Giornata dell'elettrochimica italiana 2025	Conference	UNIBO	Speaker / Oral presentation of SENSOPAD	September 2025
10	Night of researcher	Exhibition	UNIBO	Attendee / Provision of project information	September 2025

Over 4,000 participants have attended these external events, demonstrating SENSOPAD's increasing presence and relevance across diverse stakeholder groups. These interactions have helped raise awareness, foster synergies, and enhance the project's impact throughout Europe.

In addition to the above, the following table presents a selection of indicative external events relevant to the SENSOPAD project's concepts. External events provide the consortium with an opportunity to engage with a wider audience across medical technology, materials engineering, microfluidics, FemTech, digital diagnostics, and related fields.

Table 10: Indicative external events

Conference / Event	Description	Date	Location
International Conference on Laboratory Medicine and Clinical Chemistry 2026 - 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 20-21, 2026	Seville, Spain
Materials Research Society (MRS) meeting and Exhibition 2026	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 26-May 1, 2026	Honolulu, Hawaii
MedTech Europe Forum	Europe's leading medical technology conference, bringing together industry leaders, policymakers, healthcare professionals, and patient representatives to discuss innovation, digital health, regulation, access to care, and sustainability in the MedTech sector.	May 11-13, 2026	Stockholm, Sweden
MedTech Summit	The conference offers essential insights on global regulatory compliance, EU IVDR deadlines, UKCA updates, and IVD certification.	June 15-18, 2026	Berlin, Germany
16th International Conference on Graphene and 2D Materials	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 2D materials and graphene.	June 30-July 03, 2026	Barcelona, Spain
International Conference on Surface Engineering and Coating Technology 2026	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 23-24, 2026	Rome, Italy
Annual International Conference on 2D Materials and Graphene (AIC2DMG2026)	Premier global forum bringing together leading researchers, industry experts, and policymakers to exchange insights, present breakthroughs, and discuss the latest advancements in 2D materials and graphene technologies.	November 09-11, 2026	Lisbon, Portugal

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), of their participation to support promotion via 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 play an important role in disseminating the SENSOPAD project's findings to 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 and ensure 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. As of **M16**, no publications have been released, while **one (1)** is already under development. An indicative list of relevant scientific journals is provided below to guide future dissemination 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 11 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, and 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. So far, **one (1) press release** has been issued.

SENSOPAD project kicks off in Athens

Sep 30, 2024 | Project news



On September 18, the SENSOPAD project officially launched with a Kick-Off Meeting (KoM) in Athens, Greece, hosted at the National Technical University of Athens (NTUA), the premises of the project's coordinator. Over the next four years, SENSOPAD aims to research and develop tools for the early diagnosis of endometriosis, a condition that has historically been difficult to detect, often leaving women without proper support for years.

SENSOPAD introduces an innovative, non-invasive approach to monitoring **vital biomarkers** during the menstrual cycle. The project will develop:

- A smart sanitary pad that detects key biomarkers linked to endometriosis.
- A portable diagnostic device for in-depth, real-time analysis.
- A user-friendly mobile application that provides women with insights into their menstrual health and potential early signs of endometriosis.

These advancements aim to **empower women with accessible, at-home monitoring tools**, facilitating earlier diagnosis and improving disease management.

The KoM brought together **14 project partners** from across Europe and the UK, hosting discussions on the project's objectives, methodologies, and expected impact. The meeting served as a platform to align on technical developments, research frameworks, and implementation strategies that will guide SENSOPAD throughout its duration, from **September 2024 to August 2028**.

The consortium's multidisciplinary expertise – spanning **biomedical engineering, clinical research, data science, and digital health solutions** – will be fundamental in driving the project forward.

The SENSOPAD project marks a significant step toward improving healthcare accessibility and early intervention for those affected by **endometriosis**. As the project progresses, updates on research findings, technological developments, and key milestones will be shared with the broader community.

Stay connected to follow the journey toward a more **effective, accessible, and patient-centered** approach to endometriosis care.

Figure 17: SENSOPAD 1st press release snapshots

Promotional materials, such as fact sheets and infographics, may be developed to support communication efforts further. 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 materials 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 DCP is designed to support the identification of collaboration opportunities with relevant initiatives by providing a foundation for exploring 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

Ongoing monitoring is crucial to the successful implementation of the project's DCP. This process is essential for evaluating the effectiveness of the communication and dissemination strategy and its ability to achieve the established objectives. It involves assessing the necessity of specific 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 used to assess progress and performance. 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 listed metrics, from digital and traditional activities, will be considered and compared in the analysis using 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.

As the dissemination and communication manager, WR will oversee the monitoring and evaluation framework for SENSOPAD. Still, 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.

Table 12: Dissemination KPIs Overview

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

6.2 Reporting

Reporting and documentation are fundamental 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 actions by completing the relevant templates created and shared by WR.

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

Table 13: Annexes Overview

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

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.

6.3 Monitoring Activities to Date *(New)*

By **M16**, SENSOPAD has continued to implement a structured process for monitoring and recording the performance of its dissemination and communication efforts. The table below outlines the project's KPIs along with their target values for M48. These indicators provide a reference point for evaluating progress and guiding the communication strategy in the next phase of implementation.

Table 14: SENSOPAD KPI Status (M16)

Activity	KPIs	M18	Target
Website visits	Number of visitors	1,828	>10,000
Social Media followers	Number of followers	581	>1,000
Social Media Impressions	Number of impressions	61,888	>10,000
General Public Reached	Number of people reached ¹	>65,000	>50,000
Promotional Video Views	Number of views	NA	>10,000
Newsletters/Subscribers	Number of Newsletters/subscribers	1/ 44	6/ >300
Synergies with initiatives and networks related to D&C	Number of synergies	NA	≥20 (total, beyond D&C)
External events/conferences attended	Number of external events/conferences	10	>30
Final event organisation	Number of attendees	NA	≥100
Workshops/Webinars organisation	Number of workshops/webinars	1	> 10
Project promotional material distributed/downloaded	Total number of elements distributed and downloads	>70	>500
Scientific/technical publications	Number of publications	NA	> 12

The table provides an overview of the project's visibility and engagement so far. Early results show solid progress and active presence across channels, with ongoing activities and future adjustments ensuring continued strategic alignment and audience relevance.

¹ Stakeholders reached by SMA, website unique visitors, newsletter recipients, workshops/ webinars' attendees, capacity building activities participants, participants of external events

6.3.1 Website analysis

By **M16**, the SENSOPAD **website** has reached **1,828** visitors in total. Early traffic has been driven by partner outreach, social media posts, and organic searches, establishing a solid initial presence. While this represents about 18% of the projected 10,000+ users by the end of the project, it highlights the need to **intensify targeted and consistent promotional activities** in the coming months to broaden reach and fully engage key stakeholder groups.

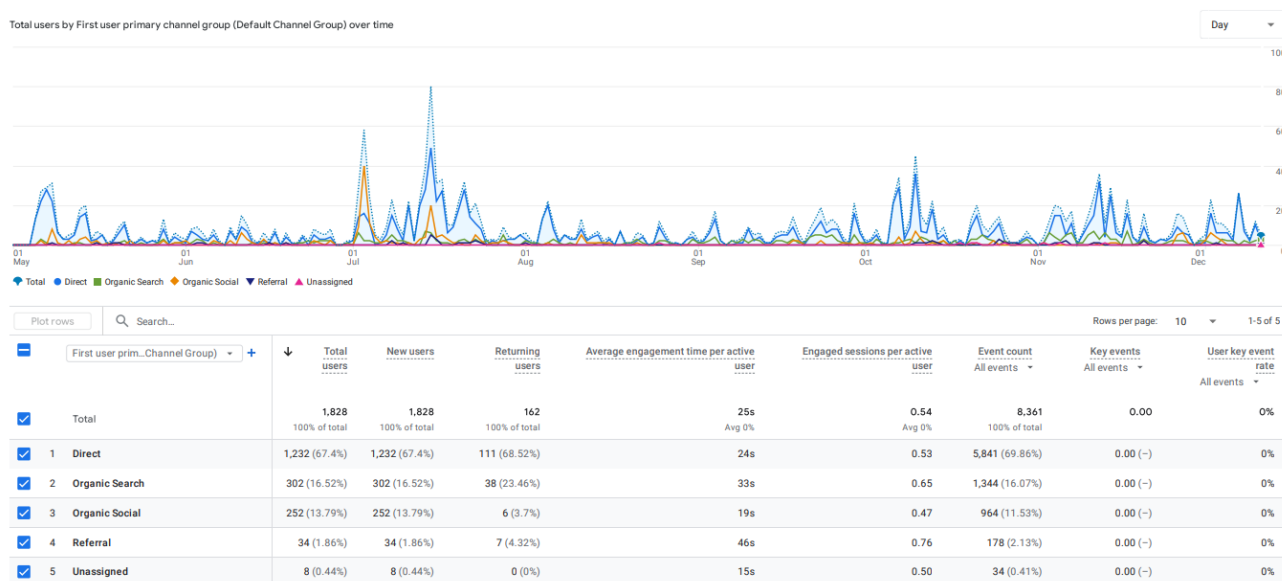


Figure 18: SENSOPAD Website user analytics

Further data indicate that the majority of users access the SENSOPAD website directly or via organic search, demonstrating that initial dissemination efforts, such as social media posts, partner referrals, and organic visibility, are successfully driving traffic. Analysis of page-level engagement shows that the **homepage** receives the most visits, followed by **Project News articles**, then sections on **Objectives & Methodology** and the **Consortium**. This pattern reflects strong interest in general project information and recent developments.

In contrast, sections such as **Applications**, **Newsletters**, **Communication Toolkit**, and **Publications and Reports** attract very limited traffic, highlighting the need for additional promotion to increase visibility and user engagement in these areas.

To enhance reach and interaction in the coming months, the following actions are recommended:

- **Increase content frequency and freshness:** Regularly publish project updates, event summaries, and blog-style news articles to improve SEO performance and encourage repeat visits.
- **Launch targeted social media campaigns:** Design focused campaigns around key outputs, leveraging compelling visuals and consistent hashtags to drive users to specific landing pages.
- **Mobilise partner amplification:** Encourage consortium members to share website content through their institutional channels, newsletters, and professional networks.

- **Add visible calls to action:** Include newsletter sign-ups, featured links to new content, and prompts to explore under-visited sections like Applications or Publications, converting casual visitors into engaged users.

As we move to the second phase of the project's D&C strategy, the SENSOPAD website will remain the central hub for project updates, resources, and public-facing results. As the project progresses into more output-focused phases, the website will host downloadable resources, highlight key milestones, and provide access to the communication toolkit and relevant publications and reports. Additional improvements in navigation, visual storytelling, and accessibility will ensure the platform remains user-friendly, inclusive, and aligned with the needs of both expert and general audiences.

6.3.2 Social Media and Online Engagement Analysis

SENSOPAD is active on five major social media platforms as of **M16**: LinkedIn, Instagram, Facebook, Bluesky, and YouTube. Together, these channels have attracted **581 followers**, indicating consistent advancement toward M48's overall KPI of 1,000 followers.

SENSOPAD is on track to meet its social media engagement targets, with roughly 58% already achieved.

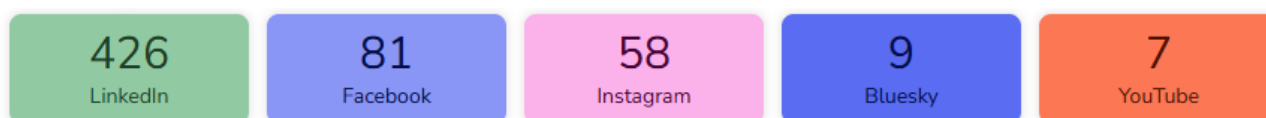


Figure 19: SENSOPAD SMA followers' breakdown (M16)

As of **M16**, audience growth has mainly been organic, driven by the consistent sharing of project news, partner activities, event announcements, and promotional content. LinkedIn continues to deliver the highest reach and engagement, aligning with SENSOPAD's health and innovation focus. Instagram and Facebook serve as complementary channels for cross-promotion and engagement with broader stakeholder groups, while BlueSky is emerging as a space to connect with decentralised and specialised communities. YouTube supports the project's visual communication efforts and will host the promotional video and additional resources (e.g., webinars).

To maintain momentum and reach the follower KPI by M48, the following actions are recommended:

- **Retain posting frequency**, especially around key milestones, tools, and project deliverables
- **Encourage greater partner amplification** through tagging, sharing, and multilingual reposting where relevant
- **Promote social media channels more prominently** in all project communications, including the website, newsletter, events, and press releases

As the project enters a more results-driven phase, its online platforms will serve not only as channels for outreach, but also as spaces for dialogue, visibility, and the amplification of impact.

6.3.2.1 Facebook

The SENSOPAD Facebook page has published **53 posts**, reaching a total of **81 followers** and receiving **80 page likes**. These activities have amounted to **4,229 views** and **157 page visits**.



Figure 20: SENSOPAD Facebook page status (M16)

Although the follower base on Facebook remains relatively modest compared to other platforms, the page has proven valuable for engaging broader, non-specialist audiences interested in women’s health, medical innovation, and EU research. Posts have mainly featured project updates, event announcements, and curated content related to endometriosis, healthcare technologies, and early diagnosis. The platform also plays an important role in cross-promoting the SENSOPAD website and disseminating key news and visual materials, helping to increase overall project visibility.

To strengthen impact, upcoming efforts will focus on diversifying content formats, incorporating more visual and storytelling elements, and leveraging Facebook’s community-oriented nature to connect with patient groups, advocacy organisations, and healthcare networks.

6.3.2.2 Instagram

The SENSOPAD Instagram page has attracted **58 followers** and generated **12,570 views**, supported by regular visual updates.

As a highly visual platform, Instagram is effective for sharing project milestones, event highlights, and accessible graphics related to women’s health and endometriosis. It also helps drive traffic to the SENSOPAD website and complements other communication channels. Future efforts will focus on expanding visual formats, such as short videos and stories, and increasing engagement with relevant communities to broaden the project’s reach.

6.3.2.3 LinkedIn

As of **M16**, the SENSOPAD LinkedIn page has published **62 posts** and built a network of **426 followers**. These posts have generated **45,089 impressions** and **1,380 reactions**, making LinkedIn the project’s most active and high-performing social media channel to date.

Followers	Posts	Impressions	Reactions	Clicks
426	62	45,089	1,380	2,556

Content shared on the platform includes project milestones, partner activities, event participation, and key deliverables. The high interaction rate suggests strong engagement from a professional audience, including researchers, policy actors, and other Horizon Europe stakeholders. LinkedIn has also played a key role in driving traffic to the project website and amplifying visibility across the consortium.

Moving forward, LinkedIn will remain the primary platform for professional outreach, with an emphasis on regular updates, partner tagging, and visuals and thematic hashtags to further increase reach and stakeholder engagement.

6.3.2.4 Bluesky

As of **M16**, the SENSOPAD BlueSky account has gained **nine followers**. Bluesky was integrated into the project's communication strategy as a forward-looking step toward exploring decentralised and emerging social media platforms that encourage open, community-driven interaction.

Although both the platform itself and SENSOPAD's presence on it are still developing, Bluesky offers potential to connect with digitally engaged audiences interested in health innovation, technology, and science communication.

Given its still-limited user base and reach, Bluesky currently serves as an experimental outreach channel, supporting brand visibility rather than being a primary engagement platform. Its inclusion in SENSOPAD's dissemination mix demonstrates the project's commitment to exploring innovative communication spaces and adapting to evolving digital landscapes. Future platform activity will be adjusted based on growth and relevance to the project's target audiences.

6.3.2.5 YouTube

As of **M16**, the SENSOPAD YouTube channel has **seven followers**. Its reach remains limited at this stage, primarily because key visual content, such as the promotional video, webinars, and podcasts, has not yet been published.

Despite the small audience, the channel is well positioned to support the project's visual storytelling and outreach strategy, providing a platform to host multimedia content that effectively communicates SENSOPAD's objectives, research findings, and stakeholder engagement activities.

Once the planned videos and other visual materials are released, the channel is expected to play a more significant role in raising awareness, engaging diverse audiences, and complementing dissemination efforts across different communication channels.

6.3.3 Newsletter

As of **M16**, SENSOPAD has published its first newsletter out of the planned biannual updates, in line with the project's KPI to provide regular communications throughout its duration. The newsletter serves as a key channel for sharing updates on project progress, research insights, health innovation developments, and upcoming events with stakeholders and the wider community.

The mailing list currently includes **53 subscribers**, encompassing consortium partners, stakeholders from related initiatives, and individuals interested in endometriosis and health innovation. Subscriptions are collected via the SENSOPAD website and partner channels, with GDPR compliance ensured through opt-in consent mechanisms. Early engagement metrics are positive, with opportunities to expand the subscriber base and improve open and click-through rates in future issues.

Planned actions to increase the newsletter's impact include:

- Highlighting sign-ups more prominently on the website and social media
- Using teaser content in social posts to drive interest in upcoming editions
- Encouraging partners to share the newsletter within their networks
- Enhancing layout and visual content to boost engagement

As SENSOPAD progresses, the newsletter will play a crucial role in maintaining stakeholder engagement, sharing tangible results, promoting project resources, and fostering connections within the endometriosis and health innovation community.

6.3.4 Promotional material

As of **M16**, SENSOPAD has distributed **over 70 promotional materials** out of the target of 500, representing more than 14% of the overall goal. These materials, including leaflets, posters, and project presentations, have been shared at partner-hosted events, conferences, and through both physical and digital outreach channels.

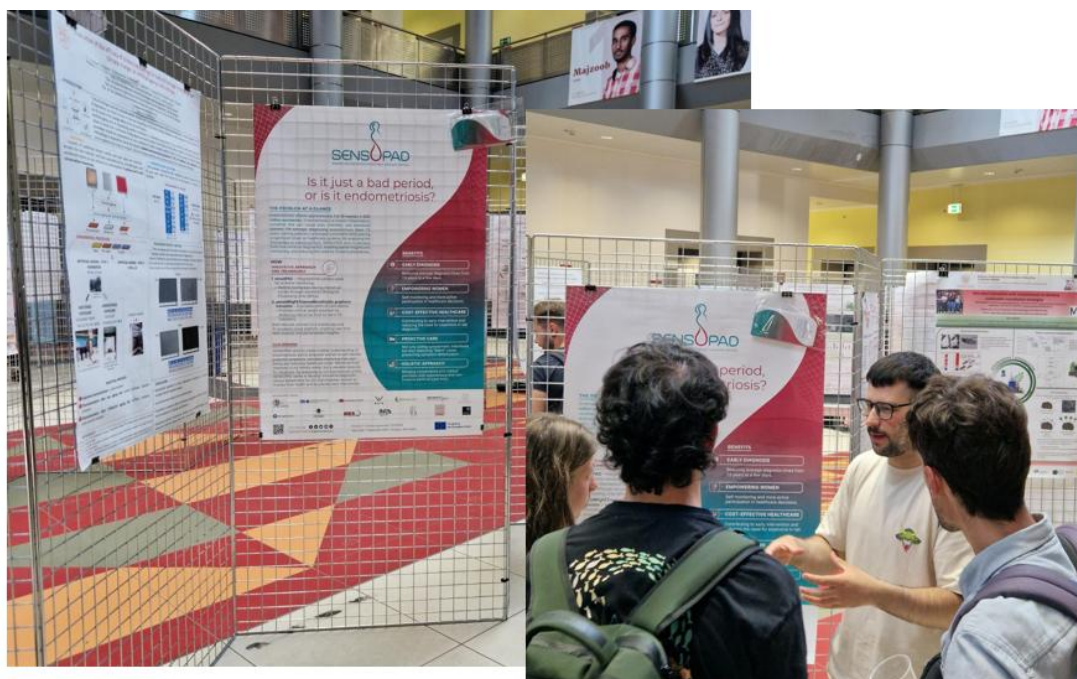


Figure 21: SENSOPAD promotional material dissemination

To increase visibility, a social media campaign was launched under the hashtag **#FromLabtoPad**, leveraging adapted visual content to raise awareness of SENSOPAD's mission, research insights, and health innovations in endometriosis. Partners are also encouraged to distribute materials during events and stakeholder engagements to further extend reach.

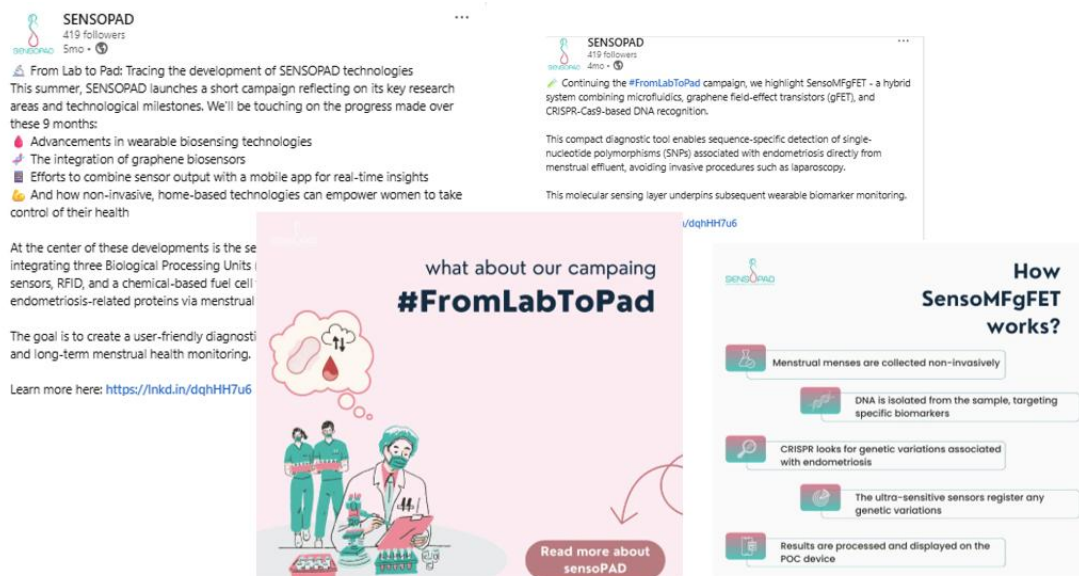


Figure 22: SENSOPAD's #FromLabToPad campaign snapshots

Planned next steps include expanding the social media campaign across multiple platforms and continuing targeted distribution to maximize engagement and progress toward the project's promotional goals.

6.3.5 External events

As of **M16**, the SENSOPAD consortium has attended **ten external events and conferences** against a KPI target of 30. While still in progress, this demonstrates steady engagement in dissemination and stakeholder outreach, thereby increasing project visibility and collaboration. Further details are available in **Section 5.3**.



Figure 23: SENSOPAD external event and conferences photos

7. Timeline and Implementation plan (*Updated*)

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 focused on establishing the foundations of SENSOPAD's dissemination and communication activities. During this stage, the consortium raised initial awareness, built the project's visual and digital identity, and initiated early engagement actions. Key activities completed in Phase 1 include:

1. Design and finalisation of the project logo and complete visual identity (color palette, typography, branding guidelines)
2. Creation of all communication templates (PowerPoint, Word deliverable template, press release template, reporting templates)
3. Development and launch of the project's website and social media profiles
4. Production of the initial communication and promotional materials (leaflet, poster, introductory content for web & social media)
5. Publication and distribution of the first project newsletter
6. Initial engagement and D&C activities by partners, including participation in early conferences and networking events, circulation of project promotional materials, etc.

Phase 2 (M12-M36): During the Project – This phase focuses on deepening stakeholder engagement, expanding outreach, and implementing more targeted, high-impact dissemination actions. By M16, the consortium has already developed a dedicated strategy for high-impact activities, including webinars, videos, podcasts, and coordinated campaigns aligned with key international awareness days (e.g., Endometriosis Awareness Month, World Mental Health Day, World Fertility Day). During this period, the 2nd newsletter will be prepared and published, marking a significant shift from foundational communication to more sophisticated, content-driven engagement.

Throughout Phase 2, SENSOPAD continues to strengthen its online presence by regularly updating the website, expanding its social media presence, and tailoring messages to specific audiences. New synergies with related EU initiatives, scientific networks, and FemTech and MedTech communities are being established to support broader knowledge sharing and visibility. This phase also places emphasis on reinforcing relationships with stakeholders and gradually transitioning from awareness-raising to active dissemination of emerging project insights.

An updated Dissemination & Communication Report will be delivered at M35, summarising lessons learned to date, assessing the effectiveness of ongoing activities, and refining the D&C strategy based on observed performance and evolving project needs.

Phase 3 (M36-M48): Towards the End of the Project – This phase focuses on the wide dissemination of the project's results, once they are at a more advanced stage. The outcomes will be promoted through online and offline activities, relying more, compared with the previous phase, on presentations at

external events, a series of webinars, conferences, and scientific journal publications, and, of course, 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.

Conclusion

The first 16 months of the SENSOPAD project have demonstrated steady progress and a growing impact on D&C. The activities implemented under **Deliverable 11.2** have successfully established the foundations of a coherent, multi-channel communication framework that effectively conveys SENSOPAD's vision, objectives, and achievements to a wide range of stakeholders. This framework has ensured that the project is not only visible across diverse audiences but also recognised as a key initiative addressing the diagnostic challenges of endometriosis through innovative, non-invasive technologies.

During this reporting period, the consortium achieved significant milestones in both digital and traditional outreach. The project website has been launched and actively maintained as the primary communication hub, attracting over 1,800 visitors, while social media platforms collectively reached more than 61,000 individuals and gathered over 580 followers. The publication of the first newsletter and press release, together with the design and dissemination of promotional materials, has strengthened brand recognition and improved stakeholder engagement. Participation in seven major external events has enhanced the project's presence across the European research and innovation ecosystem, reaching more than 4,000 attendees and establishing synergies with other EU-funded initiatives.

Beyond quantitative indicators, these efforts have yielded qualitative achievements, increased visibility within the FemTech and biomedical innovation communities, deeper stakeholder engagement, and a strong, consistent project identity. Importantly, the consortium has cultivated a culture of communication and collaboration, with all partners actively contributing to content creation, event participation, and visibility activities.

The progress achieved so far highlights both the effectiveness and adaptability of the D&C strategy. Continuous monitoring of KPIs and analytics has enabled the consortium to identify areas for improvement, including strengthening the project's digital footprint, expanding newsletter subscriptions, and encouraging partner-driven amplification. These insights will guide the next iteration of the strategy, ensuring alignment with the project's evolving needs and its audiences.

Looking ahead, the next phase (M17–M36) will focus on deepening outreach efforts, promoting preliminary research results, and intensifying collaboration with related initiatives and networks. Greater emphasis will be placed on content diversification, storytelling, and impact-driven communication to highlight the societal and technological benefits of SENSOPAD's innovations. The consortium will also explore opportunities for cross-project events, joint publications, and exploitation-oriented dissemination activities to maximise long-term impact and visibility.

In conclusion, Deliverable 11.2 has successfully established a strong foundation for SENSOPAD's dissemination and communication activities. The results achieved so far validate the project's strategy and demonstrate its potential to contribute meaningfully to the advancement of women's health technologies and EU healthcare innovation. As the project progresses, the D&C team will continue refining its approach to ensure that SENSOPAD's message, outcomes, and societal relevance are communicated effectively, fostering awareness, engagement, and impact at the European and global levels.

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 communications to acknowledge support received under EU programmes and to enhance the EU's visibility 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 symbol, no other visual identity or logo may be used to highlight EU support (European Commission, 2021).

- Recipients of EU funding must ensure the EU emblem is clearly visible in the relevant 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 to and in association with 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 publication status: in preparation, submitted, accepted, or published. If the publication has a DOI (Digital Object Identifier), include it 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 on the publisher and publication year 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, upcoming or planned publications, and any status changes. 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 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, event participation, and other outreach initiatives.

For each recorded activity, specify the responsible partner, 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 promptly, with external event participation 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 essential to document the event's geographic scope 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, include details on the event structure, 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 would like 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														

FOLLOW US



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