multi-act

Deliverable D8.1

Communication and Dissemination Plan

This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Grant Agreement No 787570

PROJECT ACRONYM:	A Collective Research Impact Framework and multi-variate models to foster the true engagement of actors and stakeholders in Health Research and Innovation
CONTRACT NUMBER:	787570
DISSEMINATION LEVEL:	Public/Confidential
NATURE OF DOCUMENT:	Report

TITLE OF DOCUMENT:	Communication and Dissemination Plan
REFERENCE NUMBER:	D8.1
WORKPACKAGE CONTRIBUTING TO THE DOCUMENT:	WP8
VERSION:	V2.3
EXPECTED DELIVERY DATE:	31/07/2018
DATE:	01/08/2018
AUTHORS (name and organization):	Tadeusz Hawrot, Giovanni Esposito, Stephanie Kramer (European Brain Council)

Short description of the Deliverable (as in the DoA):

This document sets the dissemination goals, identifies the target audiences and defines the relevant communication channels, dissemination activities and tools.

REVISION HISTORY

REVISION	**DATE**	**COMMENTS**	**AUTHOR (NAME AND ORGANISATION)**

V0.1	04/07/20182018	First draft	Tadeusz Hawrot, EBC
V0.2	04/07/20182018	Social media part added	Stephanie Kramer, EBC
V0.3	09/07/2018	Various revisions and GDPR section added	Tadeusz Hawrot, EBC
V0.4	11/07/2018	General revision	Giovanni Esposito,, EBC
V0.5	12/07/2018	General revision	Stephanie Kramer, EBC
V1.1	13/07/2018	Consolidate EBC feedback	Tadeusz Hawrot, EBC
V1.2	21/07/2018	Consolidate feedback from consortium members	Tadeusz Hawrot, Giovanni Esposito, Stephanie Kramer; EBC
V2.0	25/07/2018	Reviewed according to quality control procedure	Valentina Tageo, FISM
V2.1	26/07/2018	Consolidation and finalization	Stephanie Kramer, Tadeusz Hawrot, Giovanni Esposito; EBC
V2.2	31/07/2018	Integrate additional comments	Tadeusz Hawrot, EBC
V2.3	31/07/2018	Final formatting and editing check	Valentina Tageo, FISM

FILENAME: MULTI-ACT_D8.1_EBC_20180731_v2.3

STATEMENT OF ORIGINALITY:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

TABLE OF CONTENT

EXECUTIVE SUMMARY

The overall aim of the MULTI-ACT project if to address the increasing demand for results-based accountability in health research and the need to improve the assessment of its social impact, particularly considering how research affects patient lives.

MULTI-ACT is not a project involving stakeholder engagement, rather, stakeholder engagement is the main focus of the project, designed to strengthen engagement with all possible stakeholders and build effective collaboration in multi-stakeholder health research initiatives in the domain of Brain diseases.

With a consortium forming a multidisciplinary network which brings together European society, patients, patient organizations, research/academic institutions, governmental organizations and technological organizations, the project aims to drive coordination efforts between stakeholders and implement new models of effective cooperation. This engagement has to be employed across the whole spectrum of MULTI-ACT activities, but is particularly relevant in communication and dissemination efforts. Within this, particular importance lies in engaging with patients, who the project considers active stakeholders in health research and innovation processes, starting with the design of the project objectives and ending with exploitation activities. Furthermore, the project will identify synergies with other healthcare-related projects, both in the brain domain as well as more broadly.

This document presents the dissemination and communication plan of the MULTI-ACT project. The document provides a summary of MULTI-ACT as a whole as well as dissemination objectives and the identified stakeholders and users. The MULTI-ACT dissemination plan is detailed, first setting the dissemination and communication's objectives and principles, then outlining details on the consortium and each partner's involvement. The involvement will be divided into three phases each of them focused on a specific aspects of the overall communication and dissemination strategy: the initial awareness phase (M01-M12), the strategic dissemination phase (M13 - M24) and the exploitation phase (M25- M36). The ultimate goal of these phases would be to generate interest about the project to put the basis for the application and uptake of its findings in the field of health research and innovation after it ends. Within the first phase, the tools and procedures to enable both internal and external dissemination for the duration of the project have been defined and are analysed in the corresponding sections.

This document will serve as a "living document" throughout the project, guiding the communication and dissemination effort carried out by the consortium.

A formal update of the deliverable will be provided after the end of Reporting Period (RP) 1, month 15. However, additional intermediate updates will be released anytime it will be needed, e.g. 6-8 months after the project's start – during the fourth quarter of 2018 – when the release of an ad hoc communication toolkit is scheduled. At the end of the project, a final version will be presented, together with the products and results of each dissemination activity, reporting also future-oriented dissemination and exploitation activities, foreseen by each partner, after the end of the project.

1 INTRODUCTION

This document is the deliverable "D8.1 – Communication and Dissemination Plan" of the EU-funded project MULTI-ACT. It lays out dissemination and communication tools and strategies, providing a guideline for all the project partners to achieve the largest possible impact for the project.

A detailed three-phase dissemination plan is drawn, targeting an initial awareness phase, a strategic phase and an exploitation phase. The plan will ensure that the members of the consortium will take a proactive role in the effort to maximize the outreach of the project by participating in relevant workshops, conferences and exhibitions, as well as publishing project results in relevant scientific journals and conference proceedings to allow for high international visibility of MULTI-ACT. This task will also track publications to ensure compliance with open access requirements.

Consortium members will also organize events where project results will be presented and to provide the possibility of networking with other groups who work in similar fields at both European and international level. Online presence, production of digital and physical dissemination/marketing material, high visibility in the scientific and patient communities, and engagement with all stakeholders will ensure penetration of MULTI-ACT in the healthcare sector.

1.1 Purpose of this document

Sound dissemination and communication activities are a key part of any EU-funded project and, indeed, they should be the product of a shared effort afforded by all partners. Along with communicating the project objectives and results, they also contribute to stronger visibility of the EU Research and Innovation activities and bring science and technological development closer to the public. This can have a number of positive effects, including counteracting the growing lack of trust that scientific research is facing in European society as well as demonstrating an added value of EU cooperation.

Furthermore, this is clearly the current mindset of the European Union, with the promotion of mission-driven research for the upcoming EU Framework Programme for Research & Innovation, "Horizon Europe", in order to better address major unmet societal needs and to seek better engagement with EU citizens.

By targeting the scientific community, these actions will promote synergies with other relevant programmes and initiatives and stimulate further work that can maximize the outputs of MULTI-ACT.

The Dissemination and Communication Plan is drafted at an early stage of the project implementation (M3) and shall provide a framework for all the partners, helping to effectively communicate and report all relevant activities and outcomes. While it is rooted in the initial Description of Action, it will be refined and updated throughout the project duration in order to reflect the project's progress and possible new opportunities.

Apart from the dissemination plan, the deliverable includes key dissemination materials and templates that will be available to consortium partners, in order to have a homogeneous strategy and approach to execute dissemination activities as well as to report on them.

1.2 Structure of document

The document is arranged into three main sections.

Section 1 of the document introduces the MULTI-ACT project, explains the purpose behind outlined actions and provides glossary. Section 2 speaks about project objectives and describes in more details Work Package 8 activities throughout and after the project.

Section 3 details various legal requirements, specifies dissemination and communication's objectives, principles, phases, lists target audiences, expands on dissemination tools and describes the procedure aimed at monitoring actions. It also details actions to be performed by every partner. Conclusions and appendix follows.

1.3 Glossary

CRIF	Collective Research Impact Framework
DG RTD	Directorate-General for Research and Innovation
DG SANTE	The Directorate-General for Health and Food Safety
EC	European Commission
EU	European Union
GA	Grant Agreement
GDPR	General Data Protection Regulation
HR&I	Health Research & Innovation
IP	Intellectual Property
IPR	Intellectual Property Rights
KPI	Key Performance Indicators
MS	Multiple Sclerosis
R&I	Research and Innovation
WP	Work Package

1.4 Partners list and abbreviations

FISM	Fondazione Italiana Sclerosi Multipla Fism Onlus
UNITN	Universita Degli Studi Di Trento
EY	Ernst & Young Financial Business Advisors
UBU	Universidad De Burgos
UTA	Tampereen Yliopisto
EBC	European Brain Council
INTRA	Intrasoft International
EHMA	European Health Management Association
ARSEP	Fondation Pour L'aide A La Recherche Sur La Slerose En Plaques
DiA	Dane-I-Analizy.Pl Sp Zoo
UCP	Universidade Catolica Portuguesa

2 BACKGROUND

2.1 Project summary

MULTI-ACT aims to foster the diversification of actors and stakeholders in health research and innovation processes. Common and shared understanding of collective research impact will lead to a Collective Research Impact Framework (CRIF) able to meet the different (and sometimes competing) needs of all the actors involve in the R&I process. The identified CRIF will be instrumental to develop a wider Collective Research Governance and Sustainability model for enabling best practices among research institutions in EU and beyond.

2.2 WP8 objectives

Work Package 8 (WP8) covers the dissemination of the MULTI-ACT results to the relevant stakeholders and the public at large. The main aims of this WP are:

1) To develop a dissemination and communications strategy that will enable dissemination of the project results to all interested stakeholders and widespread publication of the project results;

2) To handle all background intellectual property issues and ensure the proper management of IP generated through the project activities;
3) To develop an Exploitation Strategy and Business Plan for exploitable results;
4) To identify opportunities for financing of post-project development work, including process innovation, contacts with potential investors, product transfer and placing in the market.

This document focuses on objective 1 and the associated task “T8.1: Dissemination of project results and public outreach”. The dissemination and communication strategy will be devised with one main goal in mind: achieving the maximum possible impact within the allocated budget, amongst the target groups identified. It shall be in line with the 4 processes: define a clear expression of the dissemination goals; address the right target audience; identify the relevant communication channels, dissemination activities and tools; evaluate and adapt.

3 DISSEMINATION AND COMMUNICATION STRATEGY

3.1 Obligation to disseminate results

Each partner must disseminate their results as soon as possible by disclosing them to the public by appropriate means, including in scientific publications and on the MULTI-ACT website, which will serve as the project's online repository, irrespective as to whether other institutional repositories are also used. This policy does not alter the obligation to protect results, confidentiality obligations, security obligations or the obligation to protect personal data.

Each beneficiary must ensure open access (online access for any user, free of charge) to all peer-reviewed scientific publications relating to their results. The MULTI-ACT website will be a platform to enable open access of project outputs.

3.2 Open access to scientific publications

According to the guidance on open access for H2020[1], the appropriate measures to grant open access to all scientific publications resulting from MULTI-ACT will be adopted by the consortium. Each beneficiary must ensure open access (online access for any user, free of charge) to all peer-reviewed scientific publications relating to their results. The MULTI-ACT website will serve as a platform to enable open access of the project outputs.

In particular, each partner must:

a) As soon as possible, and at the latest upon publication, send an electronic copy of the published version or final peer-reviewed manuscript accepted for publication to the WP8 leader to be posted on the MULTI-ACT website. Moreover, the partner must concurrently log the research data needed to validate the results associated with scientific publications.
b) Ensure open access to the scientific publications via the MULTI-ACT website:
    i. Immediately upon publication if a free electronic version is available via the publisher, or
    ii. Within six months of publication in any other case that involves delayed access.
c) Ensure open access via the MULTI-ACT website to the bibliographic metadata that identifies the scientific publication.

The bibliographic metadata must be in a standard format and include the following:

- The terms "European Union (EU)" and "Horizon 2020";
- A Collective Research Impact Framework and multivariate models to foster the true engagement of actors and stakeholders in Health Research and Innovation (MULTI-ACT), grant agreement 787570
- The publication date, and length of embargo period if applicable;

---

[1] H2020 Programme: Guidelines to the Rules on Open Access to Scientific Publications And Open Access to Research Data in Horizon 2020, http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/oa_pilot/h2020-hi-oa-pilot-guide_en.pdf.

- A uniform identifier (DOI).

The graph in Figure 1 shows, in detail, the strategy for knowledge management and protection.

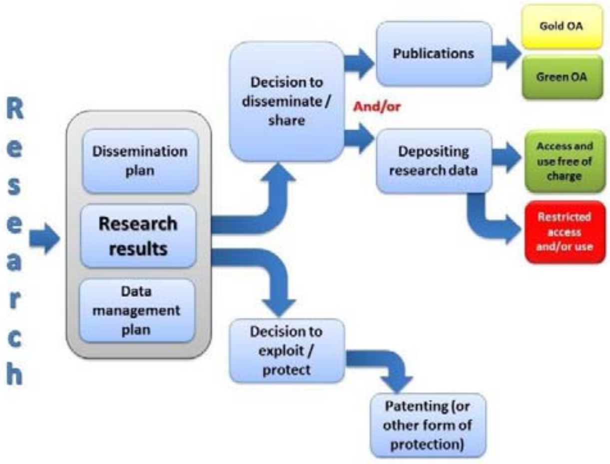

Figure 1. Open access to scientific publication and research data in the wider context of dissemination and exploitation

For more information, please also refer to "Guidelines to the Rules on Open Access to Scientific Publications and Open Access to Research Data in Horizon 2020" (accessible here).

3.3 Information on EU Funding — Obligation and Right to Use the EU emblem

Unless the EC requests or agrees otherwise, or unless it is impossible to comply for acceptable reasons, any dissemination of results (in any form, including electronic) must:

- Display the EU emblem and,
- Include the following text: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 787570".

When displayed together with another logo, the EU emblem must have appropriate prominence. For the purposes of their obligations stated in the Grant Agreement (Article 29.4), the partners may use the EU emblem without first obtaining approval from the European Commission. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.

3.4 Disclaimer excluding agency responsibility

Any dissemination of results must indicate that these only reflect the author's view and that the European Commission is not responsible for any use that may be made of the information it contains.

3.5 Data protection compliance

The Consortium commits to comply with the new General Data Protection Regulation (GDPR)[2], which came into effect on 25 April 2018. To this end, a specific procedure will be implemented for the management of privacy of subscribed recipients of the newsletter:

- The mailing list will target relevant organizations rather than individuals
- For individual registrations in the newsletter, subscribers will either register themselves to receive the newsletter through the website registration form, or, if invited to register by a MULTI-ACT partner, he/she will also be directed to this registration form;
- For individual subscriptions of actual persons, proof of consent has to be stored each time;
- Subscribers will be able to unsubscribe from the list at any time by following the unsubscribe link available on every form of communications.

All contacts will be handled solely by one partner, EBC, so the transfer of personal data among different partners is not necessary. In addition, EBC will be responsible of the rights to modify and remove the data included in the mailing list.

Finally, whenever it is decided to share a communication with the list of people registered (i.e.: a newsletter), the MULTI-ACT partner will submit the necessary materials to EBC to proceed with the mail distribution in order to avoid data sharing.

A GPDR-compliant database will be used for the collection of stakeholders and information recipients, and collection of their data will be done compliantly through one form of voluntarily registration. The best GDPR-compliant database is still under investigation, but suggested examples of databases would be MailChimp or CiviCRM.

A suggested manner of collecting data could be an email sent by all partners to their contacts, seeking interest in signing up for the newsletter. If interested, they would follow a link to one main portal to register, where their information would be stored in a MULTI-ACT database solely for the purpose of MULTI-ACT use and run solely by EBC. At the end of the project, unless otherwise determined, the database would be deleted if no further dissemination would be carried out past the end date. If it is determined that post-project communication may be possible, an email would be sent to the database asking if the subscribers would like to remain on the list for possible future communication and could opt out (and subsequently be deleted).

3.6 Dissemination and communications plan

The innovative potential of the project is expected to bring added value to targeted end-users such as patients, researchers, clinicians, academics and policy-makers, by providing governance structure and policies, and appropriate tools to align efforts and assess impact for multi-stakeholder initiatives. To foster the impact of the project on targeted end-users, the project must be broadly communicated and disseminated. It will involve all activities by which project-related knowledge is provided to relevant stakeholders and other interested parties (including the general public) at local, national, European and international level. The project dissemination activities will be targeted to make knowledge and the results of the project available to relevant stakeholders. The implementation of

---

[2] The General Data Protection Regulation, Regulation (EU) 2016/679, https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:02016R0679-20160504&from=EN

the dissemination and communication strategy is to be led by the WP8 Leader, EBC, together with the active engagement and support of the entire consortium. Within this framework, MULTI-ACT results will be disseminated for the purpose of:

1) Providing innovative approaches and tools for measuring health research and innovation impact, to help facilitate effective practice in patient centred scientific research and to disseminate findings on such practice with a view to extending the reach of such effective practice.
2) Providing evidence of the added value of the new integrated model
3) Leveraging the exploitation of the resulting tools
4) Making healthcare and social system authorities and policymakers aware of the opportunity of using new evaluation framework for a better return of investment in scientific research
5) Increasing social awareness on the effectiveness of patient-centred scientific research.

In particular, the dissemination plan is structured to address a full range of potential actors playing different roles in health research and innovation, including healthcare settings, family and social environments, the commercial sector as well as policymaking authorities. These groups will be discussed in further detail in the coming chapters.

3.6.1 Dissemination objectives

The MULTI-ACT dissemination strategy should always reflect and serve the general objectives of the project, i.e. to seek confirmation of the hypothesis that there is a considerable advantage in creating and implementing new model allowing for the effective cooperation of all relevant stakeholders in Health Research & innovation Processes.

With this in mind, the following objectives will be pursued:

- To create awareness of the EU-funded MULTI-ACT project within target groups as well as raise awareness about its goals;
- To seek out relevant alignments and opportunities of collaboration with other projects and initiatives;
- To identify other stakeholders who would benefit from the project activities;
- To facilitate the integration and encourage the commitment among members of the consortium in order to improve the quality of the shared work;
- To promote synergies that could result in new joint projects;
- To raise societal awareness on the importance of science and the added value of the EU in innovation and through this demonstrating how R&I can improve our lives.

With reference to collaboration, the project will identify synergies with other healthcare-related projects, both in the brain domain as well as more broadly. These connections will be reinforced through existing connections or membership structures of the consortium partners, and most notably via members and networks of EBC. To support these synergies, the project partners will participate in relevant events, and the entire consortium will be mobilized to activate their existing connections.

It should be noted that dissemination objectives and activities will likely evolve further over time, as the project evolves and intermediate results are made progressively available. In the early stages, for example, the priority is presenting the project to build awareness of it rather than seeking to make a change. At a later stage, when the pilot applications start to offer results, it will be time to make proposals to relevant stakeholders and policymakers, or to promote the adoption of certain solutions, standards, etc. For this reason, the objectives should be flexible enough to accommodate each situation, as is reflected along this deliverable.

3.6.2 Communication objectives

The following general communication objectives shall be tackled:

- Share results as widely as possible.
- To set clear principles underpinning the strategy, producing honest, succinct, credible and cost-effective communications.
- To develop simple messages and model how these might work in different contexts: press releases, reports, newspaper articles, website page, etc.
- To identify clearly the target audiences and user groups and prioritize them according to importance and influence relative to your objectives.
- To keep it manageable and estimate carefully the time and effort to be involved in communication.
- To build awareness of the project among a wide but defined group of audiences and user groups.
- To influence specific policies or policymakers around key aspects.

From the very beginning, MULTI-ACT will establish a web and a media office under the responsibility and leadership of the WP8 Leader, EBC, aiming to promote the project to the media (European and international journals and magazines, radio and TV) and to stakeholders through a series of activities such as: press releases, a regular e-newsletter and audiovisual communication. In order to get effective communication, we will focus the communication activities on the production of at least one awareness-raising video (including animations), describing the development of the project and exposing its results.

3.6.3 Dissemination principles

In order to provide for clarity and to enhance the quality of the presented material, the consortium agrees that all dissemination activities should follow a number of important principles:

- To respect the Intellectual Property Rights (IPR) of all partners
- To recognize and respect the work of all partners by ensuring the proper reference of all relevant parties whose work is directly or indirectly mentioned in the proposed publication
- To promote transparency of procedures
- To duly protect confidential results
- To coordinate actions in order to avoid overlapping or duplication of dissemination activities
- To set clear criteria to distinguish between results suitable for dissemination and exploitable results

- To target the appropriate audiences
- Following Article 38.1.2 “Information on European Union (EU) funding – Obligation and right to use the EU emblem”, all dissemination material should mention the project name MULTI-ACT and GA number, as well as the Horizon 2020 financial support to the project and the EU emblem
- Where appropriate, the project visual identity should be included
- Unless it goes against their legitimate interests, each beneficiary must — as soon as possible — disseminate its results by disclosing them to the public by appropriate means
- Each beneficiary must ensure open access (free of charge, online access for any user) to all peer-reviewed scientific publications relating to its results as well as open access to research data
- Any dissemination of results must indicate that it reflects only the author's view and that the EC is not responsible for any use that may be made of the information it contains.

3.6.4 Involvement of consortium as a whole and of its individual Members

The project consortium will be strongly involved in communicating and promoting MULTI-ACT results, fostering research on other domains for application and adoption of project results for public health research and innovation strategies.

Covering fields across the spectrum of the project—from patient groups, to advocacy organisations, to academics, experts in science communication, research accountability and impact assessment—the consortium is built to succeed in each work package and in each area covered. The complementarity of the consortium expertise and networks will make it possible to cover all the key areas pertinent to project’s implementation starting ranging from patients and patients groups to research domain, pharma, regulators as well as policy makers.

The partners will put in place all the possible actions to ensure effective dissemination and communication, as well as application of the framework and bring the model to the attention of recognized international associations and organizations that can certify and disseminate standards (e.g.: ISO, GRI, AA1000). To do this, partners will create a diffusion and dissemination network through the involvement of the networks they are already participating in and/or linked to, but also with the involvement of authoritative and internationally recognized strategic stakeholders and associations.

Dissemination activities will be supervised, coordinated and reinforced by EBC. EBC will proactively engage with the consortium and operationalize a number of measures included in this document, along with setting clear objectives and deadlines for each. At the same time, each of the consortium members must take individual responsibility for disseminating the project. The engagement of institutional partners and patient groups and associations is of utmost importance in order to ensure that results will be translated to the general public, patients and their care-givers in a comprehensive manner and that all the value chain is taken into consideration and appropriately addressed.

With this in mind, apart from the general exploitation paths, partners have also identified individual routes for exploiting and disseminating project results through their individual channels or for their internal needs as detailed in the following sub-sections.

3.6.4.1 Fondazione Italiana Sclerosi Multipla FISM Onlus (FISM)

FISM, taking advantage of its relevant international network, including the International MS Federation (MSIF), the Progressive MS Alliance (PMSA) and the European MS Platform (EMSP), will have the opportunity to communicate scientific results to people with Multiple Sclerosis, their families and caregivers globally and to receive their important feedback. FISM will present information and research results in clear and accessible formats, easily understandable by a lay audience. Moreover, FISM will leverage the uptake of the frameworks by directly contacting all the relevant stakeholders (healthcare authorities, policy makers, healthcare providers, industry). Activities will include:

1) News on national websites of the Italian MS Society (AISM)
2) Newsletters released to MS Society mailing lists, as well as to MS International federation (MSIF), European MS Platform (EMSP) for further distribution
3) Articles submitted to Italian magazines and newspapers
4) International scientific publications
5) Dedicated information sessions within annual Italian MS Society conferences and events
6) Distribution and release of informative material during public social events, national and World MS Day, etc.
7) Presentation of achievements through conference participations (e.g. ECTRIMS, ACTRIMS, EMSP, CMSA, MS Societies annual scientific conferences, etc.).

3.6.4.2 Università Degli Studi Di Trento (UNITN)

UNITN, taking advantage of its relevant international network and expertise, including the Centre for Social and Environmental Accounting Research (CSEAR) will have the opportunity to communicate scientific results and interchange ideas in the academic field related with accounting, accountability and strategic management of resources. UNITN will communicate research results in a way that is accessible not only to academic partners but also to a wider array of different stakeholders. Moreover, UNITN will engage directly with all the relevant stakeholders (healthcare authorities, policy makers, healthcare providers, industry) to ensure that they understand the meaning of resulting relevant metrics. Activities will include:

1) Support in the writing of newsletters to be released to MULTI-ACT mailing lists
2) Write informal articles to be submitted to popular European magazines, newspapers and websites
3) Publication in relevant academic journals, which can include Accounting Auditing & Accountability Journal, Critical perspectives on accounting, Journal of business ethics, Sustainability, Accounting, Management and Policy, etc.
4) Support in organizing workshops, seminars as well as presentations at national and international level.

3.6.4.3 Ernst & Young (EY) Financial Business Advisors

EY will contribute to project dissemination and exploitation activities by leveraging its own network of partner organizations, as well as leveraging the extended connections provided by its vast network of branches at European and international level. In particular, EY will contribute to disseminate project activities and results among its professional network and throughout relevant events targeting industrial partners. Moreover, EY will exploit project results by using them to enrich its services for partner organizations in multiple domains. In particular, specific activities that will be implemented by EY in order to contribute to dissemination and exploitation of project results will include:

1) Contribute to the realization of informative newsletters
2) Contribute to online dissemination (e.g. news on project website, social networks)
3) Exploitation of stakeholder engagement strategies defined within the project, including public-private interaction strategies and quadruple helix specific approaches, for replication in other sectors and domains
4) Exploitation of impact assessment methodologies defined within the project in other domains, such as environmental and social analysis.

3.6.4.4 Universidad De Burgos (UBU)

UBU, taking advantage of its extensive international network with the European Accounting Association, the Centre for Social and Environmental Accounting Research, the Law and Society Association and the European Marketing Academy, the research team will have the opportunity to exchange ideas and communicate research results in different academic fields, including accounting, accountability, strategy, marketing and law. Through this network, UBU will organize focused scientific events in the EIASM (the European Institute for Advanced Studies in Management) and the European Accounting Association Annual Congress. Publications in academic journal can include Accounting, Organizations and Society, European Accounting Review, Management Accounting Research and Research Policy.

UBU will also disseminate research results through the long-standing cooperation with the Spanish State Reference Centre for the Care of Persons with Rare Diseases (Centro de Referencia Estatal de Atención a Personas con Enfermedades Raras; CREER), headquartered in Burgos. CREER is also closely associated with the European Patients Forum and the Spanish Federation of Rare Diseases (Federación Española de Enfermedades Raras).

Activities will include:

1) Writing articles for professional audiences in the area in Spain, Europe and Latin America.
2) Participation in dedicated information sessions within accounting and management conferences and events.
3) Publication in academic journals, which can include Accounting, Organizations and Society, European Accounting Review, Management Accounting Research or Research Policy.

3.6.4.5 Tampereen Yliopisto (UTA)

UTA, benefiting from its relevant international network and expertise, including the European Group for Public Administration (EGPA) and the Centre for Social and Environmental Accounting Research (CSEAR), will have the opportunity to disseminate scientific results and interchange ideas in the academic domains associated with public administration and public management as well as accounting and accountability in the context of public service organizations. UTA will disseminate the research findings not only to academics and professional experts but also to a broader audience comprising of diverse stakeholders, including citizens, non-governmental organizations and policymakers. Relevant activities include:

1) Submitting popularized scientific articles to European magazines, newspapers and websites
2) Dedicated information sessions within public administration, management and accounting conferences and events (e.g. EGPA Annual Conference; International Research Society for Public Management (IRSPM) Conference; CSEAR Annual Conference)
3) Publication of articles in high-quality peer-reviewed academic journals (e.g. Public Administration; Public Management Review; Accounting, Organizations and Society, etc.

3.6.4.6 European Brain Council (EBC)

EBC will participate in the dissemination activities by leveraging its extensive and comprehensive membership structure that encompasses major European organizations in neurology, neurosurgery, psychiatry, basic brain research (neuroscience), as well as patient organizations and industry ‑ a vast network of patients, doctors and scientists. These stakeholders, along with its industrial partners, make it eminently suited to work in close partnership with the European Commission, the European Parliament as well as other decision-making bodies, which will be helpful in disseminating the project results among policymakers.

EBC has taken part in a number of EU-funded projects, past and present, in a capacity as full members as well as dissemination work package leader. It has also organized a number of mutual learning exercises in order to engage in an open dialogue with different target audiences, in the framework of RRI. EBC will lead the dissemination activities by ensuring a proper online and social presence of the project, raising awareness of the project at conferences and events, and coordinating dissemination activities within the project consortium. Last but not least, it will use its relationships with EU policymakers to create opportunities for the project, such as events in the European Parliament.

3.6.4.7 Intrasoft International (INTRA)

INTRA International (Luxembourg) will be involved in the dissemination and impact creation activities. Moreover, INTRA International will be responsible for the maintenance of the MULTI-ACT portal, integration of new services and modules that it will offer and will orchestrate the engagement, communications and dissemination activities among the project partners.

3.6.4.8 European Health Management Association (EHMA)

Thanks to EHMA’s EU-wide membership (policymakers, academia, management) and broad network, they will support the stakeholder engagement as well as accelerate the dissemination of project results reaching the right people in the right organizations and with the right tools. EHMA’s role within the project will be circumscribed to stakeholder engagement and dissemination activity support, taking advantage of EHMA’s long-standing experience in dealing with these specific tasks in both European-funded projects and its internal activities. Moreover, this role will allow the consortium to rely on EHMA’s membership and external network to facilitate the outreach of the project and the transfer of the project outcomes to specific external audiences.

EHMA activities will include:

1) Supporting EBC and WP8 partners in setting up the dissemination plan, materials and tools, drawing upon the Association’s experience in both stakeholder engagement and communication for research projects;

2) Setting up a dedicated project page on the Association's website, providing key information about the project, links to communication platforms (e.g. website, social media, newsletter) and regular updates;
3) Regular dissemination of project information, results and updates through EHMA's communication platforms, including Members and Network newsletters and social media accounts (Facebook, LinkedIn, Twitter)
4) Liaise with EHMA Membership and network with ad-hoc communication messages if and when needed throughout the duration of the project and covering the three different phases;
5) Support the organisation of dissemination events/workshops and ensure that the project is effectively communicated in occasion of the EHMA Annual Conference, held every year in May/June (e.g. workshop, exhibition stands, etc).

3.6.4.9 Fondation Pour L'aide A La Recherche Sur La Slerose En Plaques (ARSEP)

ARSEP, taking advantage of its international network, including the International MS Federation (MSIF) and the Progressive MS Alliance (PMSA), will have the role to enable patient-reported dimensions throughout the proposal and to communicate/disseminate scientific results to people with Multiple Sclerosis, families, friends, and caregivers. ARSEP activities will include:

1) Funding French and international research teams through different calls for proposals
2) Communicating the most relevant information on medical, scientific and therapeutic advances (annual scientific congress, annual MRI workshop, courses within faculties of medicine)
3) Communicating the most relevant information to the general public by newsletters, thematic brochures, articles, books, ARSEP website, annual congress for patients, annual congress for children, sport events, annual open day in the research laboratories, as well as participating in regional information days organized by their delegates throughout the year in the different regions of France.

3.6.4.10 Dane-I-Analizy.Pl Sp Zoo (DiA)

DiA is a company focused mainly on the healthcare sector, dealing with data analysis, producing analysis and reports on data presentation and innovation, providing modern solutions for public administration. The company participated recently in a number of healthcare projects as well as European projects Dane, through the link with Polish governmental institutions and policy makers will lead the activities of WP6. DiA will be involved in activities of WP2, WP3, WP4, WP5, WP6, will perform individual dissemination activities (WP8) and will provide to the coordinator all the material needed for a correct project management (WP9).

DiA contribution to dissemination efforts should include:

1) Development of a section on its website dedicated to the project – in English and Polish
2) Raising awareness about the project and its underpinning theories and principles through publications in relevant journals (e.g. multi-stakeholder initiatives in healthcare – barriers and opportunities, social impact assessment within social sustainability paradigms).
3) Contacting patient associations and MS treatment centres to let them know how MultiAct tools can be of use to them.

4) Participation in academic and industry conferences during which DiA will share information regarding MULTI ACT project and its findings.
5) Workshops targeted at various stakeholder groups (patients, medical staff, decision-makers within healthcare). The project intends to involve relevant organizations (e.g. patient association and foundations) in the process.

3.6.4.11 Universidade Catolica Portuguesa (UCP)

UCP will disseminate the scientific results of the research both among the academic community and practitioners leveraging its network of contacts. Contacts with leading research institutions like IESE Business School, INSEAD, ETH Zurich, Instituto de Impresa, and communities like the Academy of Management and the European Group for Organizational Studies will help disseminate scientific results in the context of conferences and seminars. Connections with European institutions will also enable the dissemination of results among practitioners. In particular, UCP will be involved in the following activities:

1) Support in the writing of newsletters released to MULTI-ACT mailing-lists
2) Write informal articles submitted to European popular magazines, newspapers and websites
3) Participation in dedicated information sessions within accounting and management conferences and events

3.6.5 Dissemination and communication phases

The dissemination, communications and exploitation strategy will be divided in three phases, as illustrated in the table below:

Time	**Objective**	**Approach**
Phase 1: Initial awareness phase (M01 - M12)	Agree upon dissemination strategy and future activities. Create initial awareness related to the MULTI-ACT project objectives and scope	Visual identity; press release; website; promotional materials –such as brochure, poster and roll-up; project website; literature such as list of journals, stakeholders and events for attendance; mailing campaign
Phase 2: Strategic phase (M13 - M24)	Create a more targeted awareness regarding produced results so far and project's end goals, with relevant target groups.	Adapt promotional materials; inform key stakeholders about project results so far; initiate collaborations, start disseminating results at various relevant events
Phase 3: Exploitation phase (M25 – M36)	Create awareness and promote the project outcomes to selected target groups to test the developed framework.	Approach selected stakeholders in a more individualized and targeted manner; organize workshops, see for a closer involvement of

		policy makers, organize a final conference

Table 1. Dissemination and communication phases

3.6.5.1 Initial awareness phase

The aim of the plan for dissemination and support in the first 12 months of the project is to announce the start of the project and raise awareness of its aims, objectives and scope and to encourage interested parties - particularly those involved in related projects and initiatives - to find out more about the daily work of the project.

This effort first relies on strong internal dissemination of the information to provide all MULTI-ACT partners a clear vision of the project as a whole and of the respective tasks and missions. To facilitate and streamline this process, a strategy for internal knowledge flow will be developed so that all consortium members have a common understanding of the project and are equipped with what is needed to present the project and raise awareness to national and regional stakeholders.

To meet this objective, a Communication & Dissemination toolbox for project partners will be developed in close collaboration with WP8 and updated in a regular manner, containing:

- Info sheet on open access publishing in H2020 (please see section 3.2)
- List of relevant journals (see annex 4)
- List of relevant events (see annex 5)
- Relevant Literature on the scientific concepts of CRIF (see annex 6)
- Materials developed in different WPs (e.g. short explanatory notes summarizing the WP objectives and progress)
- MULTI-ACT core/key messages (see annex 1)
- MULTI-ACT PowerPoint templates, brochure, poster, roll-up and short videos for relevant audiences (see deliverable 8.2 – Project website and visual identity, M3)
- Infographics for the Consortium to comprehend and disseminate the projects aims and outputs (to be developed in year one)
- Visual identity guidelines (see deliverable 8.2 – Project website and visual identity, M3)

The following means will be used to promote the project in its early stage.

Visual identity

The actions of the initial awareness phase started with the design of a MULTI-ACT logo and visual identity to ensure clear, consistent and recognisable brand for all communications and to underline the project’s philosophy and objectives. Full details are available in D8.2 – Project website and visual identity (M3).

Press release

Upon project kick-off, a press release was drafted and distributed to European and national media to fulfil the objectives of phase 1 (see annex 2).

Promotional materials

Following the visual identity guidelines, the project brochure, poster and roll-up were developed, containing basic information on the project. They shall be distributed at various events, conferences, workshops etc. These materials were initially developed in English but the project partners are encouraged to translate and adapt them for their national audiences. To make this possible, apart from the usual forms (i.e. PDF, JPG, etc.), the promotional materials will also be made available to consortium members in the original professional design format,“InDesign”. This is to assure professional-standard printing can be done by all partners if desired. Full details are available in D8.2 – Project website and visual identity (M3).

Website

The project website – www.multiact.eu will be finalized at M3. The main objective of the website is to serve as a vehicle for the dissemination of the project activities and results. The project website is developed in the early stages of the project to facilitate information-sharing among the consortium members and between the consortium and the public, i.e. to disseminate information of the project, such as the public deliverables of the project and upcoming events that are of MULTI-ACT interest.

Social media

During this initial phase, the project is developing a presence on a range of social networking platforms, i.e. Twitter, LinkedIn and Facebook.

The purpose of the dissemination elements is to use them widely for MULTI-ACT advertisement, through mailing lists in partners’ countries, press releases, events attendance and other means of dissemination. In this day and age, social media is a driving force to ensure reaching the largest audience possible.

Specifically, in the EU political sphere/health policy world (i.e. EU institutions, health authorities, like-minded groups and organizations, other EU-funded projects, researchers) and the general population, Twitter is an excellent method to reach as many stakeholders as possible. It allows for interaction and communication of the project in a more informal setting, which is ideal to reach this wide range of possible stakeholders interested in the project, and also drives the formation of networks and connections.

@MULTIACTProj

#MultiAct

#BrainResearch

#HealthResearch

A **Twitter** account has been created under the name **@MULTIACTProj.** With its Twitter account, the project can both communicate and disseminate work being done within the project. This includes the announcement of updates during the project, information on the work being carried out by each partner, announcement of congresses/events/seminars and lastly, the dissemination of the work produced.

The content planned to be shared on Twitter will be a mixture of project news announcements (linked to more detailed announcements on the project website), updates on activities the project is involved in or being showcased at, as well as relevant interaction such as 'retweets' (sharing) of posts by project partners or stakeholders of interest.

The MULTI-ACT social media team invites all members of the consortium, as well as stakeholders interested in the projects, to engage with the account, share updates and increase coverage and traffic to the MULTI-ACT Twitter account by addressing Tweets to the attention of the account by including the tag (@MULTIACTProj) in their Tweets and/or by using relevant hashtags. In particular, re-twitting of posts from the organizational profiles of the partners will allow to foster the visibility of the project tweets among the consolidated network of followers of the partners' organizations.

Once the account and project is fully up and running and content rich, tools such as Twitter Analytics can be used to measure the impact of the account. Paid-for promotion is also an added service that can be considered during prime dissemination periods.

In addition to Twitter (and the website), social media and online presence will continuously evolve as more work is completed. Platforms like Facebook and LinkedIn are useful to continue outreach to stakeholders and the general public but do require more content to populate the accounts. This will be fed from the growing content on the project's website, which will host all information on the project, the consortium and all the work being done over the next 3 years.

A communications toolkit will be developed for use by all partners to align communication of the project, particularly on social media. Like this Dissemination Plan, the toolkit will be a living document that will continuously be updated with the most up-to-date key messages, hashtags, draft tweets and more, to ensure that communication continues smoothly and remains relevant to the project timeline. This allows the communication to be current and not repetitive (as would be the case if set tweets were to be included at this stage of the dissemination plan).

Events participation

An initial list of relevant events has been developed (see Annex 5). Since MUTLI-ACT participation in related events will be a dynamic process and new events will be organised in the future, the consortium decided to create a live discussion on the consortium's project management tool, Slack, where all partners will be able to list the events of interest to the project. Further to the above, the consortium has also identified international journals relevant to the scientific dissemination of the projects results (see annex 4)

Short video/podcast series on scientific background and achievements of each WP

Each WP leader will be asked to share tasks and findings from the different WPs of the project in a short explanatory video. The next Consortium Meeting in Brussels and the coming meetings will be used to record these short videos or podcasts, which will be produced and complimented by explanatory graphic elements.

3.6.5.2 Strategic phase

In this phase, starting from M13, due to M24, external dissemination effort will intensify to promote the overall project activities and the first results. At this stage, MULTI-ACT will be participating in the identified conferences in the field (see annex 4, as they will be listed in the related ongoing discussion in Slack), using brochures, posters, videos and newsletters for enhanced visibility. The careful selection of these events will have to be done in collaboration with the whole consortium to ensure the cohesion of the different projects in the domain.

Based on the available results, updating existing promotional materials will be considered.

While the work initiated in the first phase will be expanded and continued, the main focus of the dissemination and outreach in this period will have a focus on specific communities, in particular patients and other target groups mentioned in Table 2: Target audience for Dissemination & Communications activities. Particular attention will be also be paid, at this stage, to increase the target audiences, establish links with them, and to help achieve the outreach objectives.

3.6.5.3 Exploitation phase

The last period of dissemination activities will focus on supporting the exploitation effort and on promoting the MULTI-ACT outcomes to the selected target groups. MULTI-ACT will push relevant stakeholders towards testing the developed framework, through dedicated and targeted e-mails and invitation to closer interactions and presentations. In the meantime, MULTI-ACT will also encourage relevant stakeholders to adopt the framework through promotion during international conferences and mostly by inviting them to training session with the MULTI-ACT final framework. To achieve this, the consortium will organise workshops where project results will be presented.

As the project moves towards its conclusion, the support of policymakers in a range of institutions at national and international levels will need to be ensured. Their awareness of the project progress and implications for adoption of the project outputs is crucial. In particular, the project will seek to engage with policy makers in Brussels and collaborate with actors such as the European Parliament's Science and Technology Options Assessment (STOA) Panel as well as EC DG SANTE and DG RTD.

This will be particularly important when organizing the project's final conference, which will be the central element for project dissemination towards the end of the project lifetime. At this event, the key outcomes and recommendations of the project will be presented. The final conference will have a considerable impact on key stakeholders. Promotion of the conference will be made in advance through all available channels of the MULTI-ACT that will reach stakeholders in all the major European countries.

Exploitation plans and forecasting will continue in a living document and operational communications plan as the project progresses. What can be said now may be basic but will build as the project continues and this phase comes into fruition in the first year.

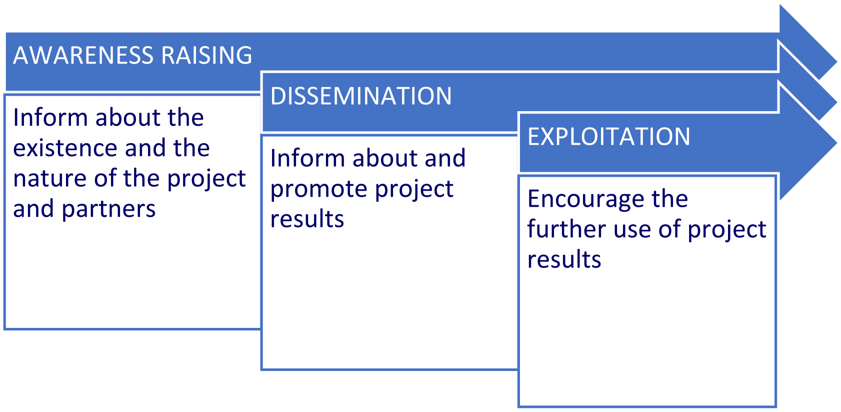

Figure 2. Dissemination and communications phases

3.6.6 Target audiences

The following audiences have been identified for the purpose of project dissemination:

Patients and the general public	A.	Patients, their family, friends, carers, donors, etc.
	B.	Citizens
	C.	Patients organizations, other EU initiatives working in the field of BRAIN diseases
Research	D.	Academia, Education
	E.	Research organizations, Project driven research network (BRAIN diseases)
	F.	National Contact Points for Health
Industry	G.	Companies with interest in MULTI-ACT outcomes (Pharma, Biotech, ICT, consulting/auditing agencies, Insurance agencies)
Health service providers	H.	Welfare and Healthcare providers, Hospital, Clinical centres
	I.	Healthcare professionals working with patients with MS, BRAIN diseases.
Policy makers	J.	EU institutions (European Commission and European Parliament), government organizations and agencies responsible for neurology and health topics.
	K.	Public administration, Healthcare and social system authorities (EU, National, Regional, Local)
	L.	Regulatory agencies (EMA, National medicine agencies)

Table 2. Target audience for Dissemination & Communications activities

Other funding organisations	M.	Specific Health EU initiatives and platforms (e.g. ERANET, IMI2, etc.)
	N.	Private Foundations
Purchasers, Payers	O.	National health insurance funds, Medicare and Medicaid, National Statutory Health Insurance, National Statutory Pension Insurance

3.6.7 Dissemination tools

Channels	Target audience	Activities
Website	A-O	Web-based dissemination through a project website will be established and operated in accordance to guidelines to be agreed upon by all project partners. This will include regular, up-to-date releases of information on project results. The website will be launched at M3 and updated during the entire duration of the project. It is necessary that the project website is carefully designed in order to meet the needs of an array of users: scientists, policymakers, healthcare providers, NGOs, media and general public. For this reason, the website will be "multi-layered", with the outer layer (homepage) very simple, mainly based on visual communication (video clips, data visualizations, etc.) and "case-histories; in a word: appealing and accessible for everyone. In the middle layers, policymakers, stakeholders and health care providers will find specific documents and guides, while in the inner layers researchers and members of the project will be able to find a searchable database, scientific publications and all the relevant documents of the project. The public part of the website will be managed on a day- by-day basis by an editorial and journalistic staff, in close collaboration with all WPs leaders, with relevant updates, new data to share and appealing stories to tell. Particular attention will be devoted to the production of "video pills" and data-visualizations shared through social media and other web resources (see next point). Links to cognate projects and Commission services will be provided as well.
Blog	A-E; I	Specific blog page to fostering discussion on the topic in a more engaging approach. The blog will be launched at M8 and updated

		during the entire duration of the project. Every project partner will be asked to blog about a chosen, project-related topic, twice a year.
Social media (see also 3.6.5.1 section further detailing social media engagement)	A-L	Social media preliminarily launched immediately at M1 and will be updated constantly—and increasingly—throughout the project. They will be used for disseminating the project's results. This include both representation across different social platforms and involving user feedback from the general public. **LinkedIn**: We will create an official group for the MULTI-ACT project in order to build a strong professional network among strategic stakeholders and to promote active discussions among project partners and the public in general. **Twitter**: The MULTI-ACT Twitter account will be used to post comments and news about the achievements of the project, and also to promote the project's reports and events. **Facebook**: A FB page will be used to engage citizens, create a network using a common language. This will come at a later stage once more concrete information is able to be disseminated, as Facebook usually requires more detailed posts. This can come in parallel to the blog. **Researchgate**: All papers published within the project will be made accessible through authors researchgate accounts The intervention on social media will take into account three main different audience groups: Patients, General Public, Academia, Healthcare professionals and research managers. We will consequently create specific channels, diversify the information release (e.g. social vs scientific events), use different registries (sensitive approach, lay language, scientific language). The Dissemination Plan will include a section detailing the tailored social-networks strategy, including references to the selected networks, opportunities to be exploited and account management policy. All the project partners will be engaged in social network dissemination activities and will collaborate to animate these profiles with periodic posts.
Press releases	A-L	During the project, press releases will be published to specific media at local, national and sectorial levels, in order to reach a massive audience (e.g. news and short communications on local newspapers, general and sectors magazines, etc.). As a first step in developing a robust press strategy, the consortium will compile a comprehensive database of press contacts in each partner country. Partners should complete the

		following database listing national newspapers, regional newspapers, relevant sector magazines, relevant sector online publications and relevant EU publications. First release at M6 and new releases as necessary during the project. It can be foreseen to have at least two publications within the project; one major press release for the work completed each year, with an additional number as needed.
Radio/TV	A,B,I	During the project, we will contact Radio and TV programs’ owners and propose interview with researchers, focus news, etc. (e.g. FISM during his annual conferences usually plan a dedicated session of interviews to MS researchers to be launch in accordance with dedicated TV channels). First release at M12 and new releases as necessary during the project.
Flyers	A-O	Project collateral, such as flyers, banners, brochures, etc. will be developed in order to be distributed at various events, conferences, workshops, etc. and gain the project visibility with the general public and the national and European & international media. Project partners will be asked to adapt these promotional materials to their national languages. The production will be ad- hoc and depending to the purpose of their use. First version at M2 and updated as necessary throughout the project.
Videos	A-O	Promotional videos created as a strategic and dynamic tool for explaining the MULTI-ACT project and its impact. Videos will be shared in all MULTI-ACT communication channels. First version at M12 and new releases as necessary during the project.
Newsletters	C-H; J-O	Newsletters’ distribution on a regular basis (every six months and for specific news) to all stakeholders to inform them about project progress and findings. First release at M6 and then every six months (i.e. 6 newsletters).
Policy briefs & factsheets	C-H; J-O	During the second half of the project’s life and also after project’s end, specific informative materials such as factsheets, letters of interest and policy briefs, will be submitted to the attention of policymakers (at different levels) in order to leverage the update of MULTI-ACT results. First version at M12 and new releases as necessary during the project.
Scientific publications	C-J; L-M	Submission of scientific papers to international peer journals. Some indicative journals that can already be identified as useful for MULTI-ACT dissemination are the following: International Journal of Public Health; European Journal of Public Health; Health Expectations; UMUAI: Journal of Personalization Research; Biomedical Journal; BMC

		Neurology; Multiple Sclerosis Journal; International Journal of MS Care; Critical Perspectives on Accounting; Accounting Auditing and Accountability Journal; Journal of Business Ethics; Accounting Organizations and Society; Public Management Review; Public Administration; and any other relevant journals identified by partners—the genre is nondistinctive and many forms of journal could apply.
Posters	A-O	Posters will be developed, diversified by target audience (e.g. citizen vs scientific community), in order to present them at awareness events, conferences and meetings.
External Conferences	D-J; L-M	MULTI-ACT partners are encouraged to participate in several events, conferences and presentations during the project. A preliminary list of events identified are the following: **Academia:** (Economics sector,..): *e.g.* Annual conferences of *EBEN (European Business Ethics Network), CSEAR (Centre for Environmental and Accounting Research), EAA (European Accounting Associations), EIASM (European Institute for Advanced Studies in Management, EGPA (European Group for Public Administration), IRSPM (International Research Society for Public Management)* **Industry sector** *e.g. International Conference and Exhibition on Nanomedicine and Pharmaceutical Nanotechnology (NanoMed), BioPharma Congress, IAES Research and Innovations in Medicine Conference, Annual International Conference on Innovations to Advanced Clinical Research and Clinical Trials* **Health and Patients across diseases**: *e.g. European Public Health Conference (www.eupha.org); The Brain Conferences (http://www.fens.org/Meetings/The-Brain-Conferences/), annual conference of the EPF European Patients forum; Global Patients Congress of the International Alliance of Patients' Organizations (IAPO); etc.* **MS Organizations** (as national and international patients associations; umbrella organizations; scientific networks, others): *e.g. Annual conferences of the Italian MS Foundation; Annual conferences of the European MS Platform (EMSP); Annual conferences of the Rehabilitation International in Multiple Sclerosis (RIMS), ECTRIMS European committee for treatment and research in MS (www.ectrims.eu); ACTRIMS American committee for treatment and research in MS (www.actrims.org); CMSC Consortium of Multiple Sclerosis Centres Annual meeting (www.mscare.org); Members meeting of the MS International Federation (MSIF), etc.* **European Commission related initiatives**: *e.g. SWAFS calls launch, H2020 brokerage, events, NCPs initiatives, Net4Society, Fit4Health, etc.*

		Where possible, we will arrange for invitations to speakers from MULTI-ACT partners to these events so that they can promote the project and encourage cooperation with outside bodies. A detailed list of events is available in annex 5
Conference(s)		MULTI-ACT as a project will also plan for conferences that will showcase the work through the duration of the project. This will be planned internally and held for all relevant stakeholders to attend.
Workshop, seminars and meetings	A, C-O	We will also communicate directly with key organizations that are stakeholders in the health, economics and management domains.
Awareness events	A-C, M	Informative events will be held by MULTI-ACT partners in different locations in the EU, with the aim to inform and engage the general public. Parallel sessions/workshop/seminars will be planned within broader social events (e.g. FISM will propose an informative session on MULTI-ACT within the Genoa and Bergamo Science Festivals). Moreover, sessions will be planned within initiatives like Scientific Cafè where researchers and citizens meet at a cafe or pub and speak about science over a beverage in an informal environment (e.g. FISM will propose a session on MULTI-ACT within the "Pint of Science" local initiative).
Mutual Learning Events	A, C-O	Consortium members will look to organise and conduct multi-stakeholder dialogues (i.e. mutual learning exercises) among experts, the general public and societal stakeholders to increase the participatory character of the project and collect first-hand feedback from the relevant groups. In particular, EBC will leverage its extensive network of members and seek to engage with some of the following audiences: 1. EBC Board Members representing major European societies covering areas of neurology, psychiatry, neuroscience, neurosurgery, neuropsychopharmacology, representatives of patients organizations, as well as pharmacological and medical devices industry. 2. National Brain Councils – multidisciplinary platforms covering the brain space at the national level. 3. European patients' organizations such as European Federation of Neurological Associations (EFNA) representing various neurological diseases

Table 3. Dissemination tools and channels, targeted audiences and activities

3.6.8 Monitoring of dissemination and exploitation

We will use several different methods, differentiated by type of communication, to assess the success of our dissemination initiatives. We will use open software tools such as Google Analytics to measure traffic to the website, time spent there, which areas of the website are the most/the least attention and how social media is driving traffic.

A counter for downloads of our electronic newsletters, press releases and deliverables will be used to measure the interest of the public in our publications. We will also look at how many leaflets are distributed at events and conferences, how many people participate at these events, increases in website traffic before and after events, increases in social media followers, and, most importantly, the sharing and disseminating of MULTI-ACT content, particularly on social media. While we will use these methods to quantify the results of these initiatives, the true measure of success will be an increase in awareness regarding innovation-related issues and better cooperation within and among the various target groups.

A media monitoring exercise will be conducted by a media consultant who will prepare a final media monitoring report at month 36. All project partners will be engaged in the media monitoring process, to ensure that relevant national and international coverage is reflected in the reporting process.

The following KPI will be taken into account.

Website	300-500 visits per month
	countries coverage 40 different countries
	40% visitors spending more than 1 minutes on the website
	50% returning visitors
Social media	500 followers on Twitter 500 followers on FB 500 members on LinkedIn
Publications	100 research gate posts
	90% shared posts
	At least 8 publications
Newsletter	Every quarter, bi-monthly in second year dispatched to contacts. Due to GDPR, we need to build our own list of contacts who are interested in the project and receiving emails.
Press release	Every time there is a larger progress, big news, deliverable reached
Posters & Conference Participation	Presentation/dissemination of MULTI-ACT at relevant events/congresses/conferences
	20 posters exhibitions, min. 2 events per partner
	Presentation during conferences of the MULTI-ACT project work
	Dissemination of flyers and other printed material
Seminars and awareness events	To be determined by partners and work completed; final conference to be held at the end of the project

Table 4. Dissemination Key Performance Indicators

4 CONCLUSION

The dissemination and communications plan provides the MULTI-ACT project with a solid framework, roadmap and practical toolkit that will help to disseminate project results and activities. The MULTI-ACT partners will use this document as an initial strategy which will be further updated and developed as dissemination materials and specific strategies are evaluated for their reach, effectiveness in targeting particular stakeholders and alignment with project objectives and stakeholder interests. Having defined the list of target stakeholders and the appropriate channels to reach them, the future dissemination and communications activities will aim to further increase the interest of stakeholders in the project and further promote the results of the MULTI-ACT to the selected target groups.

APPENDIX 1: Communication & Dissemination Activities Assessment Form

<u>Partner-specific communication & dissemination plans for MULTI-ACT</u>

Dear MULTI-ACT partners,

Communication and dissemination activities are key to the success of the project. Therefore we prepared a list of stakeholders, events and journals that are relevant to the project. With this as a base, we are asking you to provide further input with your local and national channels that we will rely on in our communications and dissemination efforts and that will help to enhance the uptake of project results later on.

*[partner name]**

1. Dissemination (WP 8) general public, press, similar initiatives

1.1 Website

How will the project be promoted on your organisation's website and/or any other relevant websites? (e.g. putting link to MULTI-ACT website, publish press releases, newsletters and other project related news)

1.2 Press, media and events

Can you outline briefly how do you plan to promote the project through public local/regional/national/international press and media?

At which public events do you plan to present the project, and how? (please refer to the list of events in annex 5)

Do you plan to host events for promoting the project? If yes, please describe.

1.3 Social media

Please describe how you will use social media platforms for promoting the project and who in your organization will be responsible for it.

2. Dissemination to stakeholders

2.1 Dissemination tools and material for partners are being developed by WP 8 throughout the project

What kind of dissemination tools do you plan to use for promoting the project? Please tick:

☐ Printed material, blog & videos

☐ Newsletters

☐ Scientific Publications (Study protocols, short reports etc.)

☐ Conference Presentations/participation

☐ Workshops/Webinars

☐ Active (personal) dialogue with relevant stakeholders

☐ *Others: please specify.*

2.2 Scientific media

Building on the scientific journals' list (annex 4) please list MUTLI-ACT relevant scientific media in your country

Journal/Webpage	**Website**	**Email**	**Additional info (online, print, circulation)**

2.3 Stakeholders

Building on the list of stakeholders (annex 3) please list other MUTLI-ACT relevant stakeholders (with contact details, if possible):

Partner	**Stakeholder name**	**Contact details**	**WWW**

2.4 Events

Building on the list of events (annex 5) please add other events that you find appropriate (especially your country-specific events)

Partner	**Name**	**Date and place**	**Contact**	**Website**

APPENDIX 2: (Draft) Reporting tool

The tables outlined below are to be used to report various activities carried out by the project partners, to be submitted online.

Draft table for reporting participation in events

Partner	**Event**	**Authors / Presenters**	**Presentation type* and title (if applicable)**	**Location**	**Date**	**Notes**

***(ie. workshop, poster, exhibition stand, etc)**

Draft table for reporting publications

Partner	**Journal's name**	**Authors**	**Date**	**Comments**

Annex 1: MULTI-ACT key messages

In order to speak with one aligned voice as a consortium, a series of suggested key messages are available below to use when describing or informing on the project. These general messages about the project can be used for social media or in any place (i.e. project document, online, conference announcement, etc.) where the project is to be described or promoted.

- MULTI-ACT creates a new model for the effective cooperation of all relevant stakeholders in health research aiming at maximizing the impact of health research on people with brain diseases. The MULTI - ACT model will encourage a paradigm shift toward more effective and inclusive research initiatives bringing together patient associations, academics, private stakeholders and the public.
- MULTI-ACT provides governance structure and policies, and appropriate tools to align efforts and assess impact. These are key elements for any successful multi-stakeholder initiative.
- The MULTI-ACT project addresses the increasing demand for result-based accountability in health research and the need to improve the assessment of its social impact, particularly considering how research affects patient lives.
- The overall aim of MULTI-ACT is to develop a new collective research impact framework to assess the “return of investment” of multi-stakeholder research initiatives in the field of brain diseases, considering the perspectives of stakeholders with different objectives as well as the different dimensions of accountability/performance.

Annex 2: First press release

May 14th, 2018

MULTI-ACT Project brings research closer to patients and society

The EU-funded[3] MULTI-ACT project aiming to increase the impact of health research on people with brain diseases kicks off today. It will create and implement a new model allowing for the effective cooperation of all relevant stakeholders and be applicable in defining the scope of health research and innovation as well as new metrics for the evaluation of its results.

Higher life expectancy among Europeans has caused an increase in the number of patients with brain diseases, such as Alzheimer's, Parkinson's, Multiple Sclerosis and many other disorders. Brain ill-health currently affects 179 million individuals in Europe and will affect one in three Europeans during their lifetime. The five most prevalent brain diseases in Europe are anxiety disorders, migraine, mood disorders, addiction and dementia. It is therefore of utmost importance to develop a research model that produces results that have a real impact on the lives of these patients and their caregivers.

"Scientific research is crucial in taming the effects of these diseases; the time has come to make the research more effective, inclusive and to take on board all the stakeholders involved," says Paola Zaratin, Director of the Italian MS Society Foundation and Coordinator of the MULTI-ACT project. "Beginning with patients, their needs and experiences".

So far, most multi-stakeholder initiatives have faltered, in most cases due to the lack of appropriate infrastructure and shared means of aligning efforts and results. This is why the MULTI-ACT project will work with patient associations, academics, private stakeholders and the public to develop brand new tools to assess the value of research from four different aspects: stakeholder agenda, scientific excellence, economic efficiency and social impact.

"An effective organizational structure, clear engagement tools and goals are key strategic elements for any successful multi-stakeholder initiative" adds Riccardo Giovannini, Partner of the EY's Italian Climate Change and Sustainability team that will support the design and implementation of the MULTI-ACT stakeholder engagement policies and initiatives.

---

[3] Multi-Act project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under the Grant Agreement No. 787570.

“This will be instrumental in forging a common research agenda and best practices to share with research institutions in the EU and beyond,” says Frédéric Destrebecq, Executive Director of the European Brain Council (EBC), a MULTI-ACT project consortium partner.

The MULTI-ACT project will last 36 months (1 May 2018 – 30 April 2021), with a budget of €3.5 million. It brings together leading European society and patient organizations, research and higher education institutions, governmental organizations and technological organizations. MULTI-ACT will be coordinated by the Italian Multiple Sclerosis Society Foundation (FISM), as member of the International MS Federation (MSIF), a “boundary organization” between science and patients.

The Partners of MULTI-ACT project:

The **Italian Multiple Sclerosis Society Foundation (FISM)** is the leading funding agency of research in multiple sclerosis (MS) field in Italy and the third funding agency worldwide (after US and Canada MS Societies) to better understand the causes of the disease, to improve the quality of life of people with MS (PwMS) and to provide better treatments toward a definitive cure for a MS. The overall goal of the MS Society is to make the bridge walkable between PwMS and health care government agencies and thus to support people with MS in making decisions for their treatments and quality of life.

Università degli Studi di Trento, UNITN, will be responsible for the coordination among academic partners. The Department of Economics and Management (DEM) of the University of Trento is the participating body in the MULTI-ACT Project. DEM features a multidisciplinary research environment where researchers apply a vast array of different approaches to describe the choice of economic agents, investigate their determinants, and analyze their effect at the individual, sectoral and aggregate level.

ERNST & YOUNG Italy, EY, is the partner responsible for the design and implementation of the Health collaborative initiatives’ approach and policies. EY is a global leader in advisory, assurance, tax, transaction services. . The insights and quality services EY delivers, help build trust and confidence in the capital markets and in economies all over the world

Universidad de Burgos, UBU, a Spanish young, medium-sized university with the mission to contribute to a sustainable society through the pursuit of research at the highest international levels of excellence.in the area of the social and environmental accounting and organizational accountability and governance. Universidad de Burgos’ Research Results Transfer Office-Knowledge Transfer Office (RRTO-KTO) core mission is to support and promote the production and transfer of knowledge from the University to companies and other stakeholders.

Tampereen Yliopisto, the University of Tampere, UTA, is a culturally-committed higher education institution with the social mission of educating visionaries who understand the world and are able to change it towards the better. Its research activities address key issues in contemporary society, and its nationally recognized areas of strength are society.

The **European Brain Council, EBC**, a non-profit organization aiming to promote brain research in Europe, improve treatment, care and quality of life of people living with brain disorders. The EBC stimulates dialogue between scientists, society and all interested parties by promoting collaboration of member organizations with the European Commission, the European Parliament and other relevant EU and international institutions.

INTRASOFT International S.A., INTRA, is a leading European IT Solutions and Services Group with strong international presence, offering innovative and added-value solutions of the highest quality to a wide range of international and national public and private organizations. It has proven expertise in conceptual system architecture and system design, advanced application development and integration services, information portal management and communication services, and project management.

European Health Management Association, EHMA, a Belgium based non-profit membership organisation that focusses on enhancing the capacity and capability of health management to deliver high quality healthcare. EHMA operates at an international, European and national level, with a Membership of over 80 organisations and individuals and a broader network in excess of 5,000. Its activities revolve around three key work streams: membership-focused actions and network engagement; research and EU project work focused on dissemination and stakeholder engagement; and events and workshops, such as our EHMA Annual Conference or our Yearly Programme Directors' Group Meeting.

Fondation Aide à la recherche sur la Sclérose en plaques, ARSEP is the leading funding agency of research in Multiple Sclerosis (MS) field in France. ARSEP, taking advantage from its international network, including the International MS Federation (MSIF) and the Progressive MS Alliance (PMSA), will have the role to enable patient reported dimension throughout then proposal and to communicate/disseminate scientific results to people with Multiple Sclerosis, families, friends, and caregivers.

Dane-i-Analizy.pl Sp. z o.o., DiA, is a company developed by the Jagiellonian University academics. It focuses mainly on health care sector, dealing mostly with data analysis, producing analysis and reports on data presentation and innovation, providing modern solutions for public administration.

Universidade Catolica Portugesa, UCP, is an autonomous higher research and education institution in Portugal. The Católica Lisbon School of Business & Economics at UCP is an internationally recognized center of research excellence in management and economics and the leading Business School in Portugal since 2008.

Annex 3: Preliminary list of relevant stakeholders

NAME	**CONTACT DETAILS**	**WEBSITE**
Brain disease organizations, carers and patient organizations		
Alzheimer Europe	info@alzheimer-europe.org	https://www.alzheimer-europe.org/
Alzheimer's Disease International	info@alz.co.uk	https://www.alz.co.uk/
Euro-Ataxia Marco Meinders,	marco.meinders@euro-ataxia.eu	http://www.euro-ataxia.eu/
European Alliance of Neuromuscular Disorders Associations	info@eamda.eu	http://www.eamda.eu/
European Dystonia Federation	sec@dystonia-europe.org	https://dystonia-europe.org/
European Migraine and Headache Alliance	info@emhalliance.org communications@emhalliance.org projects@emhalliance.org	https://www.emhalliance.org/
European Huntington's Disease Network	http://www.ehdn.org/contact-us/	http://www.ehdn.org/
European Network for Research in Alternating Hemiplegia in Childhood	ts@enrah.net	http://www.enrah.net/
European Parkinson's Disease Association	info@epda.eu.com	http://www.epda.eu.com/
European Polio Union	gurlinielsen1952@gmail.com	http://www.europeanpolio.eu/
Guillain-Barré Support Groups - Europe	office@gaincharity.org.uk	https://gaincharity.org.uk/
International Brain Tumour Alliance	chair@theibta.org	http://www.theibta.org/
International Alliance of Patients' Organizations (IAPO)	info@iapo.org.uk	https://www.iapo.org.uk/
ENOPE - European Network on Patient Empowerment	jim.phillips@qismet.org.uk	http://www.enope.eu/
EPPOSI - European Platform for Patients’ Organizations	info@epposi.org	http://epposi.org/
EUROCARERS ‑ European Society Working for Carers	info@eurocarers.org	http://www.eurocarers.org/
European Consumers’ Organization (BEUC)	consumers@beuc.eu	http://www.beuc.eu/
EuroHealthNet	r.rollet@eurohealthnet.eu	https://eurohealthnet.eu/
European Connected Health Alliance (ECH Alliance)	https://echalliance.com/general/?type=CONTACT	https://echalliance.com/

European Society for Quality of Care (ESQH)	info@esqh.net	http://www.esqh.net/
Motor Neurone Disease Association (MND)	enquiries@mndassociation.org	http://www.mndassociation.org/
Progressive Supranuclear Palsy Association - Europe	psp@pspassociation.org.uk	https://www.pspassociation.org.uk/
Retina Europe	info@retina-International.org	http://www.retina-international.org/
Stroke Alliance for Europe (SAFE)	mail@safestroke.com	http://www.safestroke.org/
Multiple sclerosis organisations		
Italian MS Foundation	paola.lustro@aism.it	https://www.aism.it/home.aspx
European Multiple Sclerosis Platform (EMSP)	secretariat@emsp.org	http://www.emsp.org/
MS in Europe		http://www.ms-in-europe.org
National Multiple Sclerosis bodies (members of EMP)		http://www.emsp.org/members/full-members/ http://www.emsp.org/members/associate-members/
Rehabilitation International in Multiple Sclerosis (RIMS),	https://www.eurims.org/rims-secretariat.html	https://www.eurims.org/
European Committee for Treatment and Research in Multiple Sclerosis (ECTRIMS)	secretariat@ectrims.eu	https://www.ectrims.eu/
MS International Federation (MSIF)	https://www.msif.org/about-us/contact-us/	https://www.msif.org/about-us/our-strategy/
SCIENTIFIC AND PROFFESSIONAL ORGANISATIONS (international level)		
European Federation of Neurological Associations (EFNA)	executivedirector@efna.net information@efna.net	https://www.efna.net/
Federation of European Neuroscience Societies (FENS)	office@fens.org https://www.fens.org/About-FENS/Governance/FENS-administration1/	https://www.fens.org/
European Academy of Neurology (EAN)	headoffice@ean.org	https://www.ean.org/index.php
The European Psychiatric Association (EPA)	hq@europsy.net https://www.europsy.net/accueil/contact/	http://www.europsy.net/

The European Association of Neurosurgical Societies (EANS)	https://www.eans.org/pages/contact-faqs/contact	http://www.eans.org/
Brains For Brain Research Consortium	maurizio.scarpa@brains4brain.eu	www.brains4brain.eu/
European Behavioural Pharmacology Society	info@ebps.org	www.ebps.org
European Confederation of Neuropathological Societies	secretariat@euro-cns.com	http://www.euro-cns.org/
EUFAMI - Supporting Families Affected by Mental Health	info@eufami.org	http://eufami.org/
GAMIAN - the voice of patients in mental health	executive.director@gamian.eu info@gamian.eu	www.gamian.eu/
GAMIAN Member Societies		https://www.gamian.eu/about-us/list-members-2/
Federation of the European Societies of Neuropsychology (FESN)	https://www.fesn.eu/quickmenu/contact/	http://www.fesn.eu/
International Brain Research Organization	http://ibro.info/contact-us/	http://ibro.info/
King Baudouin Foundation	info@kbs-frb.be schaefers.s@kbs-frb.be denecker.a@kbs-frb.be	http://www.europe-kbf.eu/en/
Lundbeck Foundation	information@lundbeck.com http://www.lundbeck.com/global/contact-us#europe	http://www.lundbeck.com/global
Madariaga - College of Europe Foundation	info@madariaga.org	http://www.madariaga.org/about-us
The European Brain and Behaviour Society	info@ebbs-science.org	www.ebbs-science.org/
The European Dana Alliance for the Brain (EDAB)	dabiinfo@dana.org	http://www.dana.org/
World Health Organization	info@who.int	http://www.who.int/en/
European Accreditation Committee in CNS (EACIC)	eacic@ulb.ac.be	http://www.eacic.eu/
National neurology societies		
Albanian Society of Neurology	albsocneuro@gmail.com	
Österreichische Gesellschaft für Neurologie - Austrian Society of Neurology	weinhart@admicos.com	http://www.oegn.at
Belarussian Scientific Society of Neurologists	ninh@mail.ru	www.neuro.by

Belgian Neurological Society	jschoenen@ulg.ac.be	http://www.neuro.be
Association of Neurologists in Bosnia and Herzegovina	velchevairena@gmail.com	www.nevrologiabg.com
Hrvatsko Neurolosko Drustvo - Croatian Neurological Society	ivo.lusic@st.htnet.hr	
Cyprus Neurological Society	chrisele@spidernet.com.cy	
Czech Neurological Society	otakar.keller@ftn.cz	www.czech-neuro.cz
Dansk Neurologisk Selskab - Danish Neurological Society	er@dadl.dk	www.neuro.dk
Estonian Ludvig Puusepp Society of Neurologists & Neurosurgeons	pille.taba@kliinikum.ee	www.kliinikum.ee/nns
Suomen Neurologinen Yhdistys - Finnish Neurological Association	johanna.palmio@uta.fi	www.terveysportti.fi/neuro
Société Française de Neurologie - French Society of Neurology	jean-marc.leger@psl.aphp.fr	www.sf-neuro.org
Georgian Society of Neurologists	Chakhava@tsmu.edu	www.gams.ge
Deutsche Gesellschaft für Neurologie - German Society of Neurology	presse@dgn.org	http://www.dgn.org/
Hellenic Neurological Society	info@enee.gr	www.enee.gr
Hungarian Society of Neurology & Psychiatry	vecsei@nepsy.szote.u-szeged.hu	www.miet.hu
Icelandic Neurological Society	alberts@landspitali.is	
Irish Institute of Clinical Neuroscience	info@iicn.ie	www.iicn.ie
Israel Neurological Association	reches@hadassah.org.il	
Società Italiana di Neurologia - Italian Society of Neurology	convent@tin.it	http://www.neuro.it
Latvian Neurologists Association	evitols@gailes.lv	
Lithuanian Neurological Association	valma@takas.lt	
Société Luxembourgeoise de Neurologie - Luxembourg Society of Neurology	alexbis@pt.lu	
Moldovan Scientific Society of Neurologists		vlisnic@mtc.md
Montenegrin Neurological Association	cgneurologija@gmail.com	
Norwegian Neurological Association	obty@helse-bergen.no	http://www.nevrologi.no
Polish Neurological Society	kselmaj@afazja.am.lodz.pl	www.neurologiapolska.pl

Sociedade Portuguesa de Neurologia - Portuguese Society of Neurology		www.spneurologia.pt
Romanian Society of Neurology	ovalbajenaru@yahoo.com	www.neurology.ro
All-Russian Society of Neurologists	vskvor@sl.ru	
Slovenian Society of Neurology	anton.mesec@kclj.si	
Sociedad Española de Neurologia - Spanish Society of Neurology	inter@sen.es	http://www.sen.es
Swedish Neurological Society	Anja.smits@neurologi.uu.se	
Société Suisse de Neurologie - Swiss Society of Neurology	Catherine.perrin@cpconsulting.ch	
Nederlandse Vereniging voor Neurologie - Netherlands Society of Neurology	bureau@neurologie.nl	www.neurologie.nl
Turkish Neurological Society	info@noroloji.org.tr	www.noroloji.org.tr
Scientific Society of Neurologists of the Ukraine	inpn@ukr.net	www.inpn.org.ua
Association of British Neurologists	karen.reeves@theabn.org	http://www.abn.org.uk
National societies and association in neuroscience field		
Austrian Society of Neuropsychopharmacology and Biological Psychiatry	biol-psychiatry@meduniwien.ac.at	www.oegpb.at
Belgian College of Neuropsychopharmacology and Biological Psychiatry	andreroch.denayer@ghdc.be	www.bcnbp.org
Bulgarian Psychiatric Association	lhranov@mail.orbitel.bg	http://www.bpa-bg.org/
Czech NeuroPsychopharmacological Society	sekretariat@cnps.cz	http://www.cnps.cz/
Estonian Society of Pharmacology	anti.kalda@ut.ee	http://www.ngonet.ee/
Finnish Psychiatric Association		hannu.koponen@kuh.fi
French Federation of Psychiatry	f.petitjean@ch-sainte-anne.fr	psydoc-fr.broca.inserm.fr/
Association of Neuropsychopharmacology and Pharmacopsychiatry	steiger@mpipsykl.mpg.de	www.agnp.de
Israeli Society for Biological Psychiatry	ymgy@zahav.net.il	
Italian Society of Neuropsychopharmacology	biggio@unica.it	www.sinpf.it
Polish Psychiatric Society	rybakows@wlkp.top.pl	
Romanian Society for Biological Psychiatry and Psychopharmacology	office@psycv.ro	

Russian Scientific Society of Pharmacology	evaldman@mtu-net.ru	
Scandinavian College of Neuro-Psychopharmacology	o.a.andreassen@medisin.uio.no	www.scnp.dk
Spanish Society of Biological Psychiatry	info@sepb.es, bobes@uniovi.es	www.sepb.es
Swiss Society of Biological Psychiatry	martin.hatzinger@spital.so.ch	www.ssbp.ch
British Association for Psychopharmacology	susan@bap.org.uk	www.bap.org.uk
Armenian Neuroscience Society	vsargsyan@neuroscience.am	http://www.neuroscience.am/
Austrian Neuroscience Association	josef.donnerer@medunigraz.at	http://www.univie.ac.at/ANA/php/index3.php
Belgian Society for Neuroscience	info@neuroinf.org	http://www.neuroinf.org/BSN/bsn.shtml
Brain Research Society of Finland	irma.holopainen@utu.fi, tiina-kaisa.kukko-lukjanov@utu.fi, mikuus@utu.fi	http://www.brsf.org/
British Neuroscience Association	hmc39@cam.ac.uk	http://www.bna.org.uk/
Croatian Society for Neuroscience	ikostov@hiim.hr, sunskof@hiim.hr	http://www.hiim.hr/nova/
Czech Neuroscience Society	neuroved@biomed.cas.cz	http://uemweb.biomed.cas.cz/cns/
Danish Society for Neuroscience	Danskselskabforneurovidenskab@gmail.com	http://www.dsfn.dk/
Dutch Neurofederation	secretariat@neurofederatie.nl	http://neurofederatie.nl/
Georgian Neuroscience Association	gena@geo.net.ge	http://www.itic.org.ge/gena/
German Neuroscience Society	gibson@mdc-berlin.de	http://nwg.glia.mdc-berlin.de/de/
Hellenic Society for Neuroscience		http://www.hsfn.gr/hsfn/
Hungarian Neuroscience Society	parducz@brc.hu	http://www.mitt.hu/
Israel Society for Neurosciences	michal.gilady@isfn.org.il	http://www.isfn.org.il/
National Neuroscience Society of Romania	snn@univermed-cdgm.ro	http://www.snn.ro/
Neuroscience Society of Turkey	eulupi@ogu.edu.tr	http://www.tubas.org.tr/
Norwegian Neuroscience Society	terje.sagvolden@basalmed.uio.no, r.e.paulsen@farmasi.uio.no,	http://folk.uio.no/terjesa/nns/

	per.andersen@basalmed.uio.no, o.p.ottersen@basalmed.uio.no	
Polish Neuroscience Society	j.czarkowska@nencki.gov.pl	http://www.ptbun.org.pl/
Slovak Society for Neuroscience	ssn@neuroscience.sk, Michal.Novak@savba.sk, cizkova@saske.sk	http://www.neuroscience.sk/
Slovenian Neuroscience Association	grega.repovs@sinapsa.org	http://www.sinapsa.org/slo/
Sociedad Española de Neurociencia		http://www.senc.es/
Sociedade Portuguesa de Neurosciências	a.cristina.rego@gmail.com	http://www.spn.org.pt/
Società Italiana di Neuroscienze	info@sins.it, segreteria@sins.it	http://www.sins.it/
Societé des Neurosciences	info@societe-neurosciences.fr	http://www.neurosciences.asso.fr/
Swiss Society for Neuroscience	contact@swissneuroscience.ch	http://www.swissneuroscience.ch/
Ukrainian Society for Neuroscience	usn@usn.org.ua	http://usn.org.ua/
National neurosurgical societies		
Austria	sekretariat@neurochirurgie.ac.at	
Belgium	inoiret@chu.ulg.ac.be	www.bsn.be
Bosnia-Herzegovina		http://public.carnet.hr/hrnkd/
Croatia		www.czech-neuro.cz
Czech Republic	tomas.palecek@fnspo.cz	www.dnks.dk/
Denmark	lie@dadl.dk	www.oulu.fi/neurosurgery/fns/
Finland	tero.niskakangas@pshp.fi	www.unilim.fr/sfnc-test/
France	elma.zerzaihi@gl-events.com	http://public.carnet.hr/hrnkd/
Germany		www.dgnc.de
Greece	hnss@otenet.gr	www.enxe.gr/en/profile.cfm
Italy	info@sinch.it	www.sinch.it
Lithuania	aurija@takas.lt	www.neurosurgicalsociety.lt
Netherlands	pr@nvvn.org	www.nvvn.org

Poland	sekr nch@wss5.pl	www.neurochirurgia-polska.org
Portugal	spneurocirurgia@mail.telepac.pt	www.spnc.pt/english1.htm
Romania	biliescu1976@yahoo.com	www.rsn.ro
Slovakia	dzuberaa@zoznam.sk	www.neurosurgery.sk
Spain	secretaria@senec.es	www.senec.org
Switzerland	sgn@imk.ch	www.swissneurosurgery.ch
Turkey		www.turknorosirurji.org.tr
United Kingdom	admin@sbns.org.uk	www.sbns.org.uk
National mental health organizations		
Ananke Association (Sweden)	mailbox@ananke.org	http://www.ananke.org
Anxiety Association /Angstforeningen (Denmark)	info@angstforeningen.dk	www.angstforeningen.dk
ARETE ONLUS - Advocacy Association for the Empowerment of People suffering from Mood and Anxiety Disorders (Italy)	info@depressionearete.it	www.depressionearete.it
ARGOS 2001 (France)	argos.2001@free.fr	http://www.argos2001.fr/
Associació de Bipolars I Depressius del Vallès (Spain)	abdv@abdv.org	www.abdv.org
Association for the Support of Depressive and Bipolar Patients (Portugal)	adeb@adeb.pt	www.adeb.pt
Aware - Helping to Defeat Depression (Ireland)	info@aware.ie	www.aware.ie
Bipolar Fellowship Scotland (Scotland)	info@bipolarscotland.org.uk	www.bipolarscotland.org.uk
Club 13&Co. (National Organization of Persons with Psychiatric Disorders and their Friends) (Lithuania)	info@club13.lt	www.club13.lt
Enosh - The Israel Mental Health Association (Israel)	office@enosh.org.il	www.enosh.org.il
European Men's Health Forum (Belgium)	office@emhf.org	www.emhf.org
Flemish Mental Health Association (Belgium)	info@vvgg.be	www.vvgg.be
Flemish Organization for Manic and Chronical Depressives "Ups&Downs" (Belgium)	contact@upsendowns.be	www.upsendowns.be

Irish Advocacy Network (Ireland)	admin@irishadvocacynetwork.com	www.irishadvocacynetwork.com
Kolumbus (Czech Republic)	balaban.michal@seznam.cz	http://os-kolumbus.org
Latvian Centre for Human Rights (Latvia)	office@humanrights.org.lv	www.humanrights.org.lv
Mieli Maasta ry (Finland)	toimisto@mielimaasta.fi	www.mielimaasta.fi
No Panic (England)	ceo@nopanic.org.uk	www.nopanic.org.uk
Ozara Life Quality National Association (Slovenia)	info@ozara.org	www.ozara.org
Pan-Helenic Associations of Families for Mental Health (Greece)	sopsi@ath.forthnet.gr	www.iatronet.gr/sopsi
Public Initiatives on Psychiatry (Russia)	rotstein@pandepress.ru	www.pandepress.ru
Richmond Foundation (Malta)	info@richmond.org.mt	www.richmond.org.mt
Romanian League for Mental Health (Romania)	lrsm@dnt.ro	www.lrsm.ro
Soteria Foundation (Hungary)	soteria@soteria.hu	www.soteria.hu
Swedish Depressive and Manic-Depressive Association-Balans (Sweden)	info@foreningenbalans.se	www.foreningenbalans.nu
The Icelandic Mental Health Alliance (Iceland)	gedhjalp@gedhjalp.is	http://www.gedhjalp.is/
VMDB - Association for Manic Depressives and Their Families (Holland)	bureau@vmdb.nl	www.vmdb.nl
OTHERS		
Federation of European Psychological Societies (FEPS) Society Delegates		
Belgian Society	jedesmed@ulb.ac.be	
British Society	gbarrett@dstl.gov.uk	
Dutch Society	K.B.E.Bocker@pharm.uu.nl	
French Society	j.martineau@chu-tours.fr	
German Society	pietrows@uni-duesseldorf.de	
Hungarian Society	molnar@cogpsyphy.hu	
Italian Society	gchiarenza@aogarbagnate.lombardia.it	
Scandinavian Society		
Spanish Society	cgomez@us.es	

Annex 4: Preliminary list of relevant journals

NAME	CONTACT DETAILS	WWW
Accounting Auditing and Accountability Journal	emerald@emeraldinsight.com	https://www.emeraldinsight.com/journal/aaaj
Accounting Organizations and Society	https://www.journals.elsevier.com/accounting-organizations-and-society/editorial-board/keith-robson	https://www.sciencedirect.com/journal/accounting-organizations-and-society?sdc=1
Acta Psychiatrica Scandinavica	ActaPsych.office@editorialoffice.co.uk	https://onlinelibrary.wiley.com/journal/16000447
Aging & Mental Health	support@tandfonline.com	https://www.tandfonline.com/loi/camh20
Alcohol & Alcoholism	https://academic.oup.com/journals/pages/contact_us/customer_services	http://alcalc.oxfordjournals.org/
Alcohol Research	niaaaweb-r@exchange.nih.gov	https://www.arcr.niaaa.nih.gov/
Biomedical Journal	https://service.elsevier.com/app/contact/supporthub/publishing/	https://www.journals.elsevier.com/biomedical-journal/
BJPsych Bulletin	journals@cambridge.org	https://www.cambridge.org/core/journals/bjpsych-bulletin/information
BMC Medical Research Methodology	info@biomedcentral.com	http://www.biomedcentral.com/bmcmedresmethodol/
BMC Neurology	info@biomedcentral.com	https://bmcneurol.biomedcentral.com/
Cephalalgia. An International Journal of Headache	subscriptions@sagepub.co.uk	http://journals.sagepub.com/home/cep
Clinical Psychology Review	https://www.journals.elsevier.com/clinical-psychology-review/editorial-board/gordon-j-g-asmundson	https://www.sciencedirect.com/journal/clinical-psychology-review
Critical Perspectives on Accounting	https://www.journals.elsevier.com/critical-perspectives-on-accounting/editorial-board	https://www.journals.elsevier.com/critical-perspectives-on-accounting/
Current neurology and neuroscience reports	jeffrey.gunning@springer.com	https://www.springer.com/medicine/neurology/journal/11910
Current Opinion in Psychiatry	https://journals.lww.com/co-psychiatry/Pages/aboutthejournal.aspx	http://journals.lww.com/co-psychiatry/pages/default.aspx

Disability and Rehabilitation	davemuller01@btinternet.com	https://www.tandfonline.com/loi/idre20
Epilepsy & Behavior	https://service.elsevier.com/app/contact/supporthub/publishing/	https://www.journals.elsevier.com/epilepsy-and-behavior/
European Journal of Neurology	cs-journals@wiley.com	https://onlinelibrary.wiley.com/journal/14681331
European Journal of Public Health	alison.denby@oup.com	https://academic.oup.com/eurpub
European Psychiatry	JournalsCustomerServiceEMEA@elsevier.com	http://www.sciencedirect.com/science/journal/09249338
Health Expectations	cs-journals@wiley.com; mbjnudalo@wiley.com	https://onlinelibrary.wiley.com/journal/13697625
International Journal of Geriatric Psychiatry	cs-journals@wiley.com; dmendiola@wiley.com	https://onlinelibrary.wiley.com/journal/10991166
International Journal of Methods of Psychiatric Research	cs-journals@wiley.com; mdormitori@wiley.com	https://onlinelibrary.wiley.com/journal/15570657
International Journal of MS Care	IJMSC@mscare.org	http://ijmsc.org/
International Review of Psychiatry	support@tandfonline.com	https://www.tandfonline.com/toc/iirp20/current
International Journal of Public Health	https://link.springer.com/contactus	https://www.springer.com/public+health/journal/38
Journal of Affective Disorders	https://www.journals.elsevier.com/journal-of-affective-disorders/editorial-board	https://www.journals.elsevier.com/journal-of-affective-disorders/
Journal of Business Ethics	Neil.Olivier@springer.com	https://link.springer.com/journal/10551
Journal of Clinical Psychiatry	jclinpsych@psychiatrist.com	http://www.psychiatrist.com/jcp/Pages/home.aspx
Journal of Nervous and Mental Disease	https://journals.lww.com/jonmd/Pages/aboutthejournal.aspx	http://journals.lww.com/jonmd/pages/default.aspx
Journal of Neurology, Neurosurgery & Psychiatry	jnnp@bmj.com	http://jnnp.bmj.com/
Journal of Neuroscience Nursing	https://journals.lww.com/jnnonline/Pages/JournalContactsEditorialBoard.aspx	https://journals.lww.com/jnnonline/pages/default.aspx
Journal of Rehabilitation Medicine	jrm@medicaljournals.se; https://www.medicaljournals.se/jrm/contact_us	https://www.medicaljournals.se/jrm/
Journal of the Neurological Sciences	https://service.elsevier.com/app/contact/supporthub/publishing/	https://www.journals.elsevier.com/journal-of-the-neurological-sciences/

Lancet Neurology	richard.horton@lancet.com; editorial@lancet.com	http://www.thelancet.com/journals/lancet/issue/current
Movement Disorders	jaobeso@movementdisorders.org ; jrnlprod.MDS@cenveo.com	https://onlinelibrary.wiley.com/journal/15318257
Multiple Sclerosis Journal	market@sagepub.co.uk	http://journals.sagepub.com/home/msj
Nordic Journal of Psychiatry	martin.balslev.joergensen@regionh.dk ; SPSC-peerreview@tandf.co.uk	https://www.tandfonline.com/loi/ipsc20
The Journal of Pain	https://service.elsevier.com/app/contact/supporthub/publishing/	https://www.journals.elsevier.com/the-journal-of-pain/
Pharmacoeconomics	Chris.Carswell@springer.com	https://link.springer.com/journal/40273
Psychological Medicine	journals@cambridge.org	https://www.cambridge.org/core/journals/psychological-medicine
Public Administration	cs-journals@wiley.com	https://onlinelibrary.wiley.com/journal/14679299
Public Health	JPH.editorialoffice@oup.com	https://academic.oup.com/jpubhealth
Public Management Review	p.osborne@ed.ac.uk	http://www.tandfonline.com/loi/rpxm20
Quality of Life Research	Bill.Tucker@springer-sbm.com	http://www.springer.com/medicine/journal/11136
UMUAI - Journal of Personalization Research	j.masthoff@abdn.ac.uk	http://www.umuai.org/
Social Psychiatry and Psychiatric Epidemiology	sabine.mohr@springer.com	https://www.springer.com/medicine/psychiatry/journal/127
Social Science and Medicine	https://service.elsevier.com/app/contact/supporthub/publishing/	https://www.journals.elsevier.com/social-science-and-medicine/
WHO publications	http://www.who.int/about/contacthq/en/	http://www.who.int/publications/en/

Annex 5: Preliminary list of relevant events

NAME	DATE AND PLACE	CONTACT	WWW
ACADEMIA			
Annual Conference of European Business Ethics Network (EBEN)	2019, tbc	eben@edhec.edu	http://www.eben-net.org/
Annual International Congress on Social and Environmental Accounting Research (CSEAR UK 2018)	28-30 August 2018, St. Andrews, UK	csear@st-andrews.ac.uk	https://onlineshop.st-andrews.ac.uk/conferences-and-events/conferences/management/30th-international-congress-on-social-and-environmental-accounting-research
CSEAR Italy Conference 2018; bi-annual	20-21 September, 2018, University of Urbino, Italy	csearitaly2018@uniurb.it	http://eventi.uniurb.it/csear/
CSEAR Ireland : 2nd Congress on Social and Environmental Accounting Research	31 October - 02 November 2018, University of Limerick, Ireland	CSEARireland@ul.ie	http://www.ul.ie/business/sites/default/files/files/CSEAR%20Ireland%20-%20Initial%20Call%20for%20Papers.pdf
CSEAR Portuguese Conference on Environmental Management and Accounting 2018; bi-annual	8-9 November 2018, The Polytechnic Institute of Setubal, Portugal	gecamb@esce.ips.pt	http://www.gecamb.esce.ips.pt/en/callforpapers
42nd EAA (European Accounting Association) Annual Congress; annual	29-31 May 2019, Paphos, Cyprus	eaa@eiasm.be	http://www.eaa-online.org/r/default.asp?iId=FFMIHL
10TH INTERNATIONAL EIASM (European Institute for Advanced Studies in Management) PUBLIC SECTOR CONFERENCE; annual	4-6 September 2018, Lund, Sweden	cristina.setyar@eiasm.be	http://www.eiasm.org/frontoffice/event_announcement.asp?event_id=1320%20
2018 Annual Conference of EGPA (European Group for Public Administration)	5-7 September 2018, Lausanne	f.maron@iias-iisa.org	https://www.egpa-conference2018.org/
2019 Annual Conference of IRSPM (International Research	2019, tbd	http://www.irspm.net/contact-us	http://www.irspm.net/conferences/2018-irspm-conference

Society for Public Management)			
INDUSTRY			
15th International Conference and Exhibition on Nanomedicine and Pharmaceutical Nanotechnology (NanoMed)	March 18-19, 2019 Paris, France	nanopharma@pharmaceuticalconferences.org	https://nanotechnology.pharmaceuticalconferences.com/
6th Euro Biopharma Congress 2018 Theme: *“Novel Strategies and Advancements in Biopharmaceutics ”*	18-19 September 2018, Amsterdam, Netherlands	eurobiopharma@pharmaceuticalconferences.org	https://biopharmaceutics.pharmaceuticalconferences.com/europe/scientific-program
Joint 56th Research and Innovations Medical Conference 2018 (IAES)	27-30 July 2018, London, UK	conferences@iaes.org.uk	https://www.iaes.org.uk/conferences/research-and-innovations-in-medicine-conference/
6th International Conference on Advanced Clinical Research and Clinical Trials Theme: *“Encouraging World toward conducting Clinical Research and Clinical Trials ”*	September 10-11, 2018 Zurich, Switzerland	clinicalresearch@pharmaceuticalconferences.org	https://clinicalresearch.pharmaceuticalconferences.com/scientific-program
HEALTH AND PATIENTS ACROSS DISEASES			
11th European Public Health Conference: *“ Winds of change: towards new ways of improving public health in Europe ”*	28 November - 1 December 2018, Ljubljana, Slovenia	office@ephconference.eu	https://ephconference.eu/
31st ECNP Congress,	*6 - 9 October 2018, Barcelona, Spain*	barcelona2018@ecnp.eu	https://2018.ecnp.eu
Annual Health Care Summit 2018,	*8 - 9 October 2018, Geneva, Switzerland*	renseignements@campusbiotech.ch	https://diievents.dii.eu/annual-health-care-summit/

28th Alzheimer Europe Conference	*29 - 31 October 2018 - Barcelona, Spain*	info@alzheimer-europe.org	https://www.alzheimer-europe.org/News/Alzheimer-Europe/Monday-05-March-2018-Call-for-abstracts-and-registrations-open-for-28th-Alzheimer-Europe-Conference
11th European Public Health Conference Winds of change: towards new ways of improving public health in Europe,	*28 November - 1 December 2018 Ljubljana, Slovenia*	office@ephconference.eu	https://ephconference.eu/index.php
12th European Public Health Conference 2019: *“Building bridges for solidarity and public health”*	20 - 23 November 2019, Marseille, France	office@ephconference.eu	https://eupha.org/repository/conference/2019/Marseille_2019_Promotion_Card_Final.pdf
FENS (Federation of European Neurosciene Societies) Brain Conference: *“The Necessity of Cell Types for Brain Function”*	7-10 October 2018, Copenhagen, Denmark	brain@fens.org	https://www.fens.org/Meetings/The-Brain-Conferences/The-Necessity-of-Cell-Types-for-Brain-Function/
FENS Brain Conference: *“Understanding and targeting Alzheimer's disease”*	5-8 May 2019, Rungstedgaard, North of Copenhagen, Denmark	brain@fens.org	https://www.fens.org/Meetings/The-Brain-Conferences/
FENS Brain Conference: *“Dynamics of the brain: temporal aspects of computation (2019)”*	9-12 June 2019, Copenhagen, Denmark	brain@fens.org	https://www.fens.org/Meetings/The-Brain-Conferences/Dynamics-of-the-brain/
EPF (European Patients forum)	not available yet, to be confirmed	anna.trzcinska@eu-patient.eu	http://www.eu-patient.eu/Events/
Global Patients Congress of the International Alliance of Patients’ Organizations (IAPO) 2019	2019, tbd	info@iapo.org.uk	https://www.iapo.org.uk/
MULTIPLE SCLEROSIS (MS) ORGANISATIONS			
2019 Annual conference of the Italian MS Foundation	2019, tbd	paola.lustro@aism.it	https://www.aism.it/home.aspx

2019 Annual conference of the European MS Platform (EMSP)	2019, tbd	http://www.emsp.org/contact/	http://www.emsp.org/
Rehabilitation International in Multiple Sclerosis (RIMS) SIG Mobility in-between meeting: *"Rehabilitation in MS: Innovations in research & practice"*	28 - 29 September 2018	SigMobility@gcu.ac.uk	https://www.eurims.org/event/64-sig-mobility-in-between-meeting-rehabilitation-in-ms-innovations-in-research-practice.html
2019 24th Annual conference of the Rehabilitation International in Multiple Sclerosis (RIMS)	2019, tbd	https://www.eurims.org/rims-secretariat.html	https://www.eurims.org/
34th Congress of the European committee for treatment and research in MS (ECTRIMS)	10-12 October 2018, Berlin, Germany	registration.ectrims@congrex.com	https://www.ectrims-congress.eu/2018.html
ACTRIMS (American committee for treatment and research in MS) Forum 2019	February 28-March 2, 2019, Dallas, Texas	https://www.actrims.org/contact/	https://forum2018.actrims.org/save-the-date
CMSC (Consortium of Multiple Sclerosis Centres) Annual meeting	29 May - 1 June 2019, Seattle, Washington	education@mscare.org	http://cmscscholar.org/future-annual-meetings/
MSIF (Multiple Sclerosis International Federation) Members Meeting	tbc	https://www.msif.org/about-us/contact-us/	https://www.msif.org/about-us/our-strategy/
EUROPEAN COMMISSION RELATED INITIATIVES			
Net4 Society events: *"Europe in a changing world - inclusive, innovative and reflective* Societies *of Horizon 2020"*	30 October 2018	mikolaj.pyczak@kpk.gov.pl	http://www.net4society.eu/ https://sc6-2019-brokerage.b2match.io/
Fit for Health events	tbd	info@fitforhealth.eu	https://www.fitforhealth.eu/event-created
H2020 NCP (National Contact Points) iniatiatives	tbc		http://ec.europa.eu/research/participants/portal/desktop/en/support/national_contact_points.html

SCIENCE WITH AND FOR SOCIETY (SWAF) calls			https://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/calls/h2020-swafs-2018-2020.html#c,topics=callIdentifier/t/H2020-SwafS-2018-2020/1/1/1/default-group&callStatus/t/Forthcoming/1/1/0/default-group&callStatus/t/Open/1/1/0/default-group&callStatus/t/Closed/1/1/0/default-group&+identifier/desc

Annex 6: MULTI-ACT Relevant bibliographic references

Salvetti M, Lubetzki C, Kapoor R, Ristori G, Costa E, Battaglia MA, Andreaus M, Abbracchio MP, Matarese G, Zaratin P. “Steps towards Collective Sustainability in Biomedical Research”. Trends Mol Med. 2018 May; 24(5):429-432. https://doi.org/10.1016/j.molmed.2018.03.001

Andreaus M, Costa E. “Toward an Integrated Accountability Model for Nonprofit Organizations", Accountability and Social Accounting for Social and Non-Profit Organizations. 2014 Nov 27;153-176. http://dx.doi.org/10.1108/S1041-706020140000017006

Costa E, Pesci C. "Social impact measurement: why do stakeholders matter?". Sustainability Accounting, Management and Policy Journal. 2016; 7: 99 – 124. http://dx.doi.org/10.1108/SAMPJ-12-2014-0092

Zaratin P, Battaglia MA, Abbracchio MP. “Nonprofit foundations spur translational research”. Trends Pharmacol Sci. 2014 Nov; 35(11):552-5. https://doi.org/10.1016/j.tips.2014.09.003