



Deliverable D8.7

Communication and Dissemination Plan:  
3rd release



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

This is the updated version of the communication and dissemination plan after two years and half of the project and must provide a detailed and tailored strategy to increase visibility, awareness and outreach for MULTI-ACT towards its final conference and to secure impact beyond the end of the project

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## EXECUTIVE SUMMARY

The overall aim of the MULTI-ACT project is 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 framework, particular importance lies in engaging with patients, who the project considers active and key stakeholders in health research and innovation processes, starting with the design of the research priorities 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 updated (third release) Communication and Dissemination Plan of the MULTI-ACT project. The document provides an overview summary of MULTI-ACT as a whole, including dissemination objectives and identified stakeholders and users at Project Month 30. 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 has been divided into three phases each of them focused on a specific aspect 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 end goal of these phases is 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 were defined and are analysed in the corresponding sections.

Previous documents have served as "living documents" throughout the project, guiding the communication and dissemination effort carried out by the consortium. This third and final release of the plan, issued at month 30, will focus on the exploitation phase of the project and provide robust guidance on dissemination of project outcomes and results.

# 1 INTRODUCTION

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. The dissemination and communication strategy has been devised with one main goal in mind: achieving the maximum possible impact within the allocated resources, amongst the target groups identified.

## 1.1 Purpose of this document

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

The first Dissemination and Communication Plan was prepared and submitted to the European Commission at an early stage of the project implementation (M3) and provided a framework for all the partners in order to effectively communicate and report all relevant activities and outcomes. The second update (D8.6) was refined and revamped to match the current status of the project and based on the project's progress, learnings from the first year and possible new opportunities. This final release (D8.7) will focus on dissemination procedures above all else, ensuring that the consortium is equipped with strategies and guidance for robust dissemination of the project results in the final 6 months of the project.

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 and will suggest the methods in which to do so.

The engagement of stakeholders is continuous across the MULTI-ACT activities, but it is particularly relevant in communication and dissemination efforts. This refers especially to the engagement with patients, who are considered as key stakeholders in the continuum of health research and innovation processes.

For dissemination purposes, especially in the final 6 months of the project, consortium members are expected to organize project-related showcasing opportunities to various audiences and to provide the possibility of networking with relevant stakeholders who work in similar fields at both European and international level.

In line with current COVID-19 containment measures and continued change of working environment for the foreseeable future due to the pandemic, an increased online presence and the production of digital and physical dissemination/marketing material, a high visibility in the scientific and patient communities (as further defined in Section 2.5.1), and the engagement with all stakeholders will be prioritized to promote and encourage the use of MULTI-ACT in the healthcare and research sectors.

This document confirms the objectives of communication and dissemination of the MULTI-ACT project and provides key updates or reiteration of the strategies established in the first and second release of the MULTI-ACT Communication and Dissemination Plan, tailored to the final 6 months of the project and to the ongoing need for a focus on virtual dissemination. This final version of the plan (D8.7) brings us into the exploitation phase of the MULTI-ACT communication and dissemination strategy, detailed below. ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nvisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

## 1.2 Structure of document

This document provides an overview summary of MULTI-ACT, including dissemination objectives and the identified stakeholders and users. The dissemination plan is a detailed description of the dissemination and communication objectives and principles, outlining details on the consortium and each partner's involvement.

The plan has been divided into three phases, each of them focused on a specific aspect 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).

This document revisits what was completed in the first phase and outlines the plans of phase 3. In appendices, a number of tools are provided to help improve the targeted dissemination of the project.

## 1.3 Glossary

FISM	Fondazione Italiana Sclerosi Multipla FISM Onlus
UNITN	Università degli Studi di Trento
EY	Ernst & Young Financial Business Advisors
UBU	Universidad De Burgos
TAU	Tampereen Yliopisto
EBC	European Brain Council
INTRA	Intrasoft International
EHMA	European Health Management Association



ARSEP	Fondation Pour L'aide A La Recherche Sur La Sclérose En Plaques
DiA	Dane-I-Analyze.PI Sp Zoo
UCP	Universidade Catolica Portuguesa
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

Table 1. Glossary

## 2 Communication and dissemination strategy

### 2.1 Communication and Dissemination objectives

The MULTI-ACT communication and dissemination strategy reflects and serves the general objectives of the project, to communicate the advantage in creating and implementing the new tools and models MULTI-ACT seeks to develop, allowing for the effective cooperation of all relevant stakeholders in Health Research & innovation processes.

With this in mind, the following objectives are confirmed and will be pursued accordingly:

- to create awareness of the project and its goals within target groups;
- to build opportunities for collaboration with other projects and initiatives;
- to identify the stakeholders who would benefit from the project activities;
- to facilitate commitment and the integration among consortium members.

The following general communication objectives of the project remain the same as reflected in D8.1 and D8.6:

- To share results as widely as possible;
- To identify clearly the target audiences and potential users of the project outputs;
- To keep the plan manageable and implementable;
- To build awareness of the project among a wide but defined group of audiences and potential users of the project outputs (e.g. digital toolkit);
- To influence policies relevant to neurological disorders research and treatment.

### 2.2 Communication and dissemination principles

The following principles, outlined in D8.1 and D8.6, remain and are confirmed relevant to the dissemination of MULTI-ACT:

- Respect the Intellectual Property Rights (IPR) of all partners and recognize and respect the work of all partners by ensuring the proper reference of all relevant parties;
- Promote transparency of procedures and protect confidential results;
- Coordinate actions in order to avoid overlapping or duplication of dissemination activities and set clear criteria to distinguish between results suitable for dissemination and exploitable results;
- Target the appropriate audiences;
- The project visual identity should be included and all dissemination materials should mention the project name MULTI-ACT and Grant Agreement number, as well as the Horizon 2020 financial support to the project and the EU emblem;
- 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 while respecting any other commercial, ethical and legal concerns;
- 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.

## 2.3 Communication and dissemination phases

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

Status	Time	Objective	Approach
Concluded	Phase 1: Initial awareness phase (M01 - M12)	Agree upon communication and 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
Concluded	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 (videos and additional written content such as a report on the results of the public consultation and reader-friendly versions of key outputs like the patient engagement guidelines); inform key stakeholders about project results so far; initiate collaborations, start disseminating results at various relevant events
Ongoing	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; production of user-friendly and potential end-user materials such as user-friendly factsheets on key outputs and further videos of final products such as the MULTI-ACT toolbox; organize a final conference.

Table 2. Dissemination and communication phases

As MULTI-ACT is a project focused on multi-stakeholder engagement, we believe in the importance of connecting and collaborating with other similar initiatives in order to multiply the impact of the project findings. To do so, the project continuously identifies synergies and collaboration opportunities with other research/EU/multi-stakeholder/healthcare initiatives with similar objectives, target audiences and goals, both in the brain domain as well as more broadly. These connections were and continue to be reinforced through existing connections or memberships of the consortium partner. To support these synergies, the project partners have participated in over 40 relevant events (up to M30) and the entire consortium will be mobilized to activate their existing connections.

The dissemination objectives and activities have continuously evolved as the project developed and intermediate results become progressively available. In the early stages, the priority was presenting the project across different external communications platforms with the aim of building awareness of it to a variety of stakeholders. These included social media, international congresses, stakeholder meetings as well as general and scientific outlets (MULTI ACT project has been presented in a “[Letter](#)” in *Nature*<sup>1</sup>, in an “[Editorial](#)” in *The Lancet Neurology*<sup>2</sup> and in a review in *Current Opinion in Neurology*<sup>3</sup>).

During the strategic phase, the dissemination efforts focused on attracting interest of potential MULTI-ACT users, such as research funding and performing organizations which are promoting Multi-Stakeholder Research Initiatives (MSRIs) were the core audience targeted. Some key contact points already engaged (within separate work packages) were research clusters from within the [European Brain Research Area](#) (EBRA) project (WP7), a memorandum of understanding was established with Progressive MS Alliance (WP1) and dialogue was held with the Patient Reported Outcomes Initiative for Multiple Sclerosis (PROMS). This was undertaken through a number of MULTI-ACT led partnerships and case studies, namely through the Progressive MS Alliance and the EBRA cluster on epilepsy, EPI-CLUSTER. In parallel, the consortium will continue working to secure understanding and commitment of the broader community of actors, with specific attention to increase public engagement by interacting with patients and their networks.

During the exploitation phase, the final phase of the MULTI-ACT Dissemination and Communication Plan, consortium members will work to ensure that all the outputs from the project are properly disseminated to key audiences, through activities such as publications, detailed factsheets and other communication materials, continued online dissemination, virtual presentations at conferences and webinars, video content on key project output and a final conference.

## 2.4 Exploitation phase (M25-M36)

This 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 encourage relevant

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<sup>1</sup>Zaratin, P., & Salvetti, M. (2018). Evaluation woes: Start right. *Nature*, 559(7714). <https://doi.org/10.1038/d41586-018-05750-5>

<sup>2</sup> Patient-reported outcomes in the spotlight, *The Lancet Neurology*, EDITORIAL| VOLUME 18, ISSUE 11, P981, NOVEMBER 01, 2019, [https://doi.org/10.1016/S1474-4422\(19\)30357-6](https://doi.org/10.1016/S1474-4422(19)30357-6)

<sup>3</sup> Brichetto, G., & Zaratin, P. (2020). Measuring outcomes that matter most to people with multiple sclerosis: the role of patient-reported outcomes. *Current opinion in neurology*, 33(3), 295–299. <https://doi.org/10.1097/WCO.0000000000000821>

stakeholders towards testing the developed framework, through dedicated and targeted e-mails and invitations to closer interactions and presentations. In the meantime, MULTI-ACT will also stimulate relevant stakeholders to adopt the framework through promotion during international conferences and by presenting the final MULTI-ACT products, i.e. the CRIF and the toolbox and how to take the most advance of them, throughout its online dissemination and final conference.

#### **2.4.1 Stakeholder engagement**

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 sought. Their awareness of the project progress and implications for adoption of the project output is crucial. In particular, the project continues to engage with policymakers in Brussels — particularly regarding the white paper stemming from D1.7 – and collaborate with the European institutions, namely DG SANTE and DG RTD of the European Commission.

#### **2.4.2 Final Conference and project results dissemination**

Stakeholder engagement 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. Key outcomes and recommendations of the project will be presented during this event

This event, to be held in M35 (March 2021), should take place virtually, due to COVID-19 measures likely to remain in place the first half of 2021. This shift is due to unforeseen circumstances and can benefit the project by drawing a much wider audience to the final conference with participants who may not have been able to join if travel was necessary.

Organisers within the consortium propose to use a professional conference platform (i.e. Eventtia) to host the event, ensuring that the event is run in an engaging manner. Key output of the project will be presented in the form of presentations, panel discussions, case studies of MULTI-ACT users and inviting videos, engaging not only the project consortium but also key stakeholders in the event programme itself.

Conference planning will be led by the European Brain Council and FISM, though all relevant partners will be involved for content building and presentation of results.

Before the event, promotion of the conference will be spread through all available channels of MULTI-ACT project. During the event, live coverage will be available on the platform and social media channels (Twitter and LinkedIn). The project will also explore promotion of the final conference and relevant key outcomes through paid promotion on Twitter.

#### **2.4.3 Publications**

Publications become crucial in the final stage of communication and dissemination of the project and all partners are encouraged to brainstorm and put forward publication ideas in their relevant fields of expertise. At least one publication will be assured on the overall project, led by FISM. These partners will also put together a series of guidelines or key messages that partners can use to guide their publications planning.

All partners are encouraged to use open access, when possible. See section 2.9 for further details.

#### **2.4.4 Additional dissemination materials**

In order to further disseminate the project outcomes, particularly in a year where face to face interaction was and will continue to be limited, the MULTI-ACT consortium is developing a number of additional digital tools alongside the final conference and publications.

The consortium is currently undertaking production of a series of short factsheets (1-3 pages) on key project output, such as the patient engagement guidelines, the master scorecard and the governance model. These factsheets are prepared by the relevant partners and made easily accessible for a wide audience, breaking down each output in a crisp, written in an understandable manner, in order to better disseminate the outcomes and provide convincing arguments for their use, especially for potential users.

These factsheets will potentially also be accompanied by videos to further elaborate on these key project results and continue their dissemination to potential users, potentially bolstered through paid Twitter and LinkedIn promotion to widen their reach.

The use of blogs to communicate key project priorities, areas of work and aims continues into the strategic phase. Blog #6 focused on Patient Reported Outcomes, Blog #7 will focus on Co-accountability in the patient reported dimension and a series of 2-3 more will follow prior to the end of the project, taken on by varying consortium partners.

Lastly, in addition to the promotional video that was already launched during the previous dissemination phase to widely promote the project's vision and goals, the consortium is planning to release at least two more videos as the resources unspent for travel allows for some flexibility in terms of budget allocation. The two videos will be meant to offer a more in-depth explanation of the MULTI-ACT CRIF and its components and rationale behind as well as a hands-on tutorial to illustrate the adopter how to use the digital toolbox.

## 2.5 Communications and dissemination phases timeline

### Phase 3: Exploitation phase (M25 – M36)

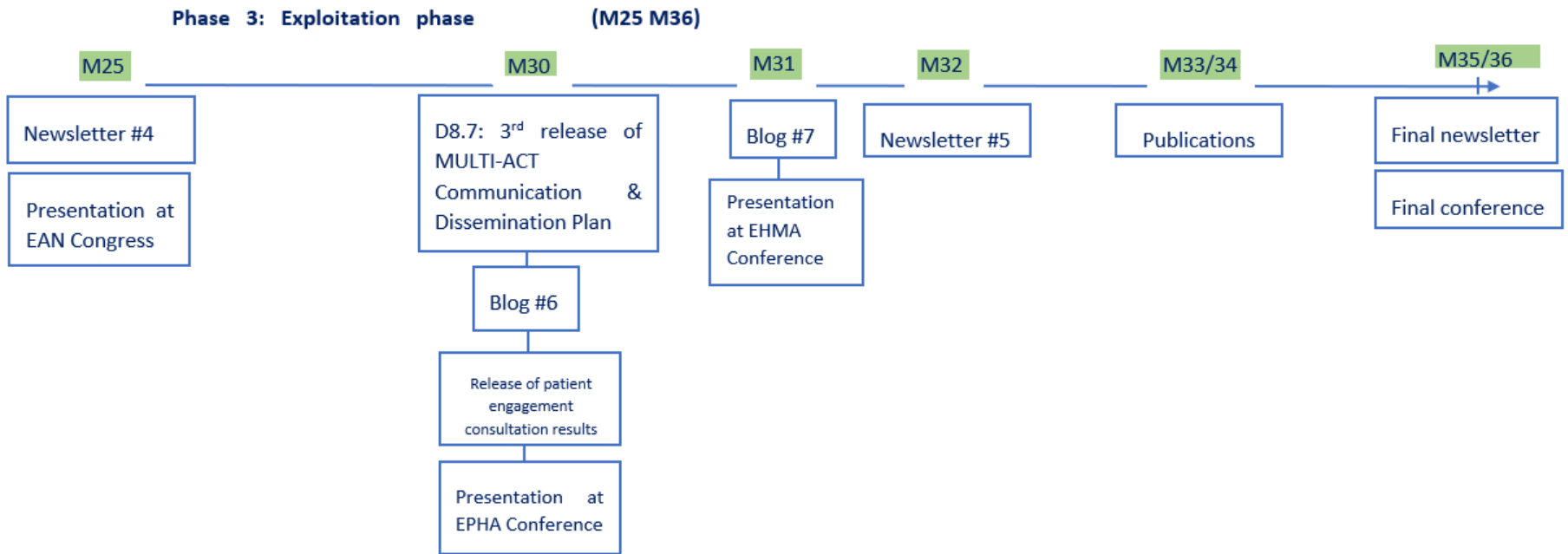


Figure 1. Exploitation phase (M25-M36)

### 3 Stakeholder-tailored communication and dissemination activities, channels and tools

Relevant stakeholder groups have been identified within the Health Research and & Innovation ecosystem. This groups were classified based on the “7Ps” Stakeholder classification elaborated by Concannon et al. and further elaborated for this project purposes in the deliverable 9.1. APPENDIX 5 contains a full list of MULTI-ACT stakeholders’ organizations falling one of these categories.

Table 3 below illustrates the key stakeholders, their level of engagement up to date and the foreseen tailored communication and dissemination actions, broken down by MULTI-ACT communication and dissemination plan phases (as reflected in Table 1):

- Phase 1 targets all stakeholder groups due to its general awareness raising nature and for initial outreach.
- Phase 2 focuses more on stakeholder groups who are directly affected by the project results, namely its prospective users (i.e. MSRIs bolstered by RFPOs) and its core beneficiaries (i.e. patients).
- Phase 3 targets those groups who are the potential users of the model as well as those who would help in the implementation of the model. Once attracted the interest of potential users in brain domain in Phase 2, Phase 3 will be dedicated to pave the way for adoption and to broaden the scope of MULTI-ACT implementation to other health domains. This Phase is strictly linked to the work to be performed in WP7.



Stakeholder group	Code	Description	Link to MULTI-ACT <i>(how they contribute to/are affected by the project)</i>	Communication & Dissemination tools and activities	Status of outreach (M30)	Dissemination & communication plan phase
<b>Patients</b>	A.	People with the diseases and affected by the disease, their family, friends, carers, donors, etc.	<p>Patients are the intended beneficiaries of the project mission which is to increase the impact of health research for the benefit of patients.</p> <p>Patients are consulted for the development of the project deliverables, particularly in WP1.</p>	<ul style="list-style-type: none"> <li>- Within WP8 patients are reach out via social media, website and public event (see APPENDIX 4).</li> <li>- Within WP1, patients are consulted via survey and interviews. A Patient Engagement Group was established in WP1 to ensure that patient perspective is included in the work package activities and deliverables.</li> </ul>	Continuous interaction with the patient engagement group, invitation of patient representatives as speakers at MULTI-ACT events	Phase(s) 1, 2
<b>Patient Organizations</b>	B.	Patients associations, advocacy 17targeting17, etc	<p>Patient organizations will benefit from MULTI-ACT model and tools which will enhance Patient organization engagement and power in multi stakeholder research initiatives.</p> <p>Patient organization play an advisory role within the Project as member of</p>	<ul style="list-style-type: none"> <li>- Within WP8 patients are reach out via social media, website public event (see APPENDIX 4) and network of contacts of MULTI-ACT partners</li> <li>- Within WP9, patient organizations member of the Patient Forum and Patient engagement group are regularly informed about the project progress and</li> </ul>	Continuous interaction with the patient engagement group and patient forum; invitation of patient organization representatives as speakers at MULTI-ACT events, direct contact to patient organisations through partners (EFNA, FISM, MISF, ECF, EPF, etc)	Phase(s) 1, 2, 3

			the Patient forum. Furthermore, they are involved in the development of project deliverables.	consulted via survey and interviews.		
<b>Society</b>	C.	Individual citizens, civil society organization and networks	One of MULTI-ACT expected impact is to reduce the distance between research and general public by increasing their participation in research as well as their awareness of the importance of health research on the society.	- Within WP8 patients are reach out via social media, website (see APPENDIX 4), and newsletter.	Engagement through social media, website, outreach at events such as congresses and other meetings, contact through general mailing list	Phase(s) 1
<b>Research and education organisations</b>	D.	Research societies; Universities; Education Providers; Foundations; Other research projects	MULTI-ACT project outcomes can have a significant impact on how health research is governed and evaluate. Therefore, academic groups are key stakeholders of the project. Their contribution is twofold:  - as member of the consortium they are responsible for the	- Within WP8, Research and education organisations are reached out via Academic congresses/conference, publications, network of contacts of MULTI-ACT partners and Website  - Within WP3 Research and education organisations are consulted via focus group and interviews regarding the aspects of	Coverage of MULTI-ACT at various academic congresses (i.e. European Congress of Neurology 2020) and through the networks of related MULTI-ACT partners, mailing list and website	Phase(s) 1, 2, 3

			<p>development of the research impact framework as well as for the validation of the MULTI-ACT model and other tools.</p> <p>- as external stakeholders, this group represent a potential user of the MULTI-ACT model and tools and as such they are involved in the validation and implementation of the project deliverables.</p>	<p>research impact that matter most to them.</p> <p>- Within WP4 this group is involved in the implementation as member of the case study initiative.</p>		
<b>Industry</b>	E.	Industries developing and/or selling health products (drugs, devices, applications, etc.) and services	<p>MULTI-ACT project aims at increasing the engagement of industry in multi-stakeholder research initiatives by improving co-accountability and clarify the return of investment. Therefore, industries are key stakeholders of the project as potential user and their perspective is taken into account in the development of the project deliverables and</p>	<p>- Within WP8 , industry is reached through Academic congresses/conference, publications, network of contacts of MULTI-ACT partners and public event.</p> <p>- Within WP3, industry is consulted via focus group and interviews regarding the aspects of research impact that matter most to them.</p> <p>- Within WP4 this group is involved in the implementation as</p>	Continuous interaction with the Advisory board. Coverage of MULTI-ACT at various academic congresses (EHMA 2019, Congress of Neurology 2020, EHMA 2020) and through the networks of related MULTI-ACT partners, mailing list and website	Phase(s) 1, 2, 3

			strategy. This group is represented by EFPIA in the advisory board.	member of the case study initiative.		
<b>Care Providers</b>	F.	Care providers, Health and social care (doctor, nurses, etc.)	<p>MULTI-ACT project outcomes can have a significant impact on how health research is governed, evaluate and in particular on how patients are engaged. Thus, health care providers become potential users of the MULTI-ACT model whereby they can increase their participation in multi-stakeholder research initiatives and at the same time ensure effective patient engagement in research.</p> <p>Care providers contribute to the development of the project deliverables and strategy as they are represented in the Advisory Board.</p>	<p>- Within WP8 care provider are reach out via academic congresses/conference, publications, network of contacts of MULTI-ACT partners and public event.</p> <p>- Within WP3 care provider are consulted via focus group and interviews regarding the aspects of research impact that matter most to them.</p> <p>- Within WP4 this group is involved in the implementation as member of the case study initiative.,</p>	Coverage of MULTI-ACT at various clinician congresses (Congress of Neurology 2020, EHMA Conferences) and through the networks of related MULTI-ACT partners, mailing list and website	Phase(s) 1, 2, 3

<b>Policy makers</b>	G.	EU institutions, national, regional and local policy makers	Policy Makers represents the “enablers” of the MULTI-ACT model, namely those who can promote MULTI-ACT model implementation in the RRI policy.	- Within WP8 policy makers are reach out via  Network of contacts of MULTI-ACT partners, Website, EU networks, Social media, Conferences/Meetings, Targeted direct contact and public event (see APPENDIX 4).	Engagement through social media, website, targeted communication materials such as the policy brief, contact through general mailing list, participation as expert panellist and attendees to the public event. Direct contact was also made with policymakers for the D1.7 white paper.	Phase(s) 1, 3
<b>Payers and Purchasers</b>	H.	Public or private entities responsible for underwriting the costs of healthcare	Public health authorities, insurance companies and national/regional healthcare plans/systems are increasingly interested the outcomes of research and innovation in light of the recent value-based care models fostering a set of common goals shared with the health and care providers as well, i.e. improving quality of care, lowering healthcare costs and increasing patient engagement.	- Network of contacts of MULTI-ACT partners, Website, EU networks, Social media, Conferences/Meetings, Targeted direct contact	Engagement through direct contact and targeted communication, international congresses and online dissemination content.	Phase(s) 1, 3

Table 3. Stakeholder categories and communication tools

## 4 Collective and individual exploitation plans

### 4.1 Collective communication and dissemination plan

Dissemination activities are shared within the consortium but remain supervised by EBC, who engages with the consortium to make sure the Communication and Dissemination plan is running smoothly and all partners are playing their roles in communication and dissemination efforts. For that purpose, a MULTI-ACT communication and dissemination team was formed composed of representatives from the communication and dissemination teams of all partners. The MULTI-ACT communication and dissemination team community hold bi-monthly online meetings to discuss communication challenges and identify common outreach and dissemination opportunities (e.g. joint sessions in specific conferences, multiplication of social media impacts, etc.).

Although research funders and performers are the core potential adopters of the MULTI-ACT framework, it is of utmost importance to ensure that results will be conveyed to the general public, patients and their care-givers in a comprehensive manner and takes into consideration and appropriately addressed the whole value chain. Thus, international efforts must be supported by with local ones to amplify project's outreach capacity and community awareness.

See Appendix 1 for the detailed plans per MULTI-ACT partner.

### 4.2 Monitoring of dissemination and exploitation

The progress of the various activities held in alignment with the MULTI-ACT communication and dissemination plan is monitored through various tools:

- Open software tools such as Google Analytics have been used to measure:
  - Traffic on the website;
  - Time spent on the website;
  - Areas of the website with the most/the least attention (*See data in table below*)
- Mailchimp is used to send all larger-scale mailings such as the newsletter in order to be able to track receipt by the mailing list, subscription/unsubscribes, opening of mail and general engagement of stakeholders with mailings
- Twitter Analytics is used to measure traffic and interaction with the social media tool and presence of the project is continuously pushed, though it is evident that the project is targeting in a very niche space and audiences need to be well selected in order to build followership.

While these methods are used 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. The impact is measured according the key performance indicators (Table 3).

All project partners are asked to engage in the media monitoring process, to ensure that relevant national and international coverage is reflected in the reporting process.

Website	300-400 visits per month	The website has successfully met KPIs of: <ul style="list-style-type: none"> <li>• 300-500 visits per month</li> </ul>
	countries coverage 20 different countries	

	30% visitors spending more than 1 minutes on the website	<ul style="list-style-type: none"> <li>• Visits from 40+ different countries</li> <li>• 40% visitors spending more than 1 minutes on the website</li> <li>• 50% returning visitors</li> </ul>
	30% returning visitors	
Social media	500 followers on Twitter 500 connections on LinkedIn	Currently: <ul style="list-style-type: none"> <li>• LinkedIn – 513 connections</li> <li>• Twitter – 323 followers</li> </ul>
Publications	At least 2 publications	3 publications to date; all shared here: <a href="https://www.multiact.eu/publications/">https://www.multiact.eu/publications/</a>
Newsletter	Two newsletters per year to be dispatched to contacts with all relevant news and updates from the project.	At M30, we have 4 newsletters distributed.
Press release	Every time there is a progress, big news, deliverable reached; at least 2 per year through the project duration.	3 released by M30
Blogs	Blogs prepared by different project partners every 2-3 months	6 released by M30; 7 <sup>th</sup> pending in M31
Posters & Conference Participation	- Presentation/dissemination of MULTI-ACT at relevant events/congresses/conferences	
	- 10 posters exhibitions, - Attendance at min. <u>2 events per partner</u> where MULTI-ACT can be communicated	KPIs met by M30: <ul style="list-style-type: none"> <li>• 1 poster presentation</li> <li>• 25 events attended by at least 4 partners</li> </ul>
	Presentation during conferences of the MULTI-ACT project work	KPIs met by M30: <ul style="list-style-type: none"> <li>• 11 presentations during conferences</li> </ul>
	Dissemination of flyers and other printed material	<ul style="list-style-type: none"> <li>• 20 events where flyers were distributed by partners</li> </ul>
Seminars and awareness events	Two main project events: one midway and one at the end of the project. All others are based on consortium partners and the work progress.	KPIs met by M19: <ul style="list-style-type: none"> <li>• Project event held in M19 (midway results)</li> </ul>

Table 4. Monitoring of dissemination and exploitation

## 5 Knowledge management

### 5.1 Contractual obligation to disseminate results

All publications from MULTI-ACT will comply with the provisions laid down in the Grant Agreement and in the Ethical Deliverables that are provided within the WP10 framework. With regard to deliverables and publications, MULTI-ACT will comply with the basic guidelines provided in Article 29 of the Grant Agreement No 727474 of the project, regarding the use of data in the dissemination activities and, more specifically, referring to:

1. the obligation to disseminate results by disclosing them to the public by appropriate means;
2. open access to scientific publications relating to its results;

while also ensuring compliance with the Grant Agreement's standard ethical provisions on data privacy and protection of personal data.

### 5.2 Open access to publications

The Consortium is aware of the mandate for open access of publications in the H2020 projects. The Consortium has chosen Zenodo as the scientific publication and data repository for the project outcomes. The Consortium will ensure that scientific results that will not be protected and can be useful for the research community will be duly and timely deposited in the scientific results repository Zenodo, free of charge to any user. For instance, the consortium will upload the following on Zenodo:

- Copies of the final version or final peer-reviewed manuscripts accepted for publication; made available immediately with either open access publishing (gold open access) or with a certain delay to get past the embargo period of green open access. This will be done in accordance to the guidelines of the respective Journal.
- Public project deliverables.
- Leaflets, project public presentations and any other kind of dissemination material.

These documents will also be linked to the OpenAIRE platform, ensuring a wide dissemination of relevant scientific outcomes. Using Zenodo and the OpenAIRE platforms, open access to publication will be ensured. Moreover, through dedicated dissemination activities such as website postings, mailings and social media announcements, MULTI-ACT will ensure that such material will be properly disseminated and shared with relevant target groups and stakeholders on project website and social media, partners' Institutional channels and other channels too. Scientific publications will also be made available on the Universities portal services inside the consortium (where such a service does exist).

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

Unless the EC requests or agrees otherwise, or unless it is not possible to comply for acceptable reasons, any dissemination of results (in any form, including electronic) must include the following disclaimer:





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

ensuring:

- Display of the EU emblem and,
- Inclusion of the 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.

#### **5.4 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.

#### **5.5 Data protection compliance**

The Consortium commits to comply with the new General Data Protection Regulation (GDPR)<sup>4</sup>, 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.

A GDPR-compliant database, MailChimp, has been used for the collection of stakeholders and information recipients, and collection of their data will be done compliantly through one form of voluntarily registration.

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<sup>4</sup> 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>.

## 6 Conclusion

The MULTI-ACT Communication and Dissemination Plan provides the project with a framework, roadmap and practical toolkit that will help to disseminate project results and activities.

The MULTI-ACT partners have used the first release D8.1 as an initial strategy. Having defined the list of target stakeholders and the appropriate channels to reach them, the future dissemination and communications activities as outlined in this third release D8.7 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. The original tools chosen by the consortium for communication and dissemination are confirmed to be effective and will be kept in the main plan for the second phase.

Specific adjustments and mitigation actions are being planned and put in place to adapt to the shift to virtual modality that the COVID-19 pandemic has induced. This includes the production of additional audio-visual materials, the strengthening of the social media strategy and the use of a professional web-streaming platform for the organisation of the final conference in March 2021.

With met KPIs of the 1<sup>st</sup> and 2<sup>nd</sup> releases of the MULTI-ACT Communications and Dissemination plans, the project is ready to move into the third and final phase of communication and dissemination, utilizing this updated plan.

## APPENDIX 1 Individual communication and dissemination plans

### *Fondazione Italiana Sclerosi Multipla FISM Onlus (FISM)*

FISM, as Project Coordinators and with a relevant national and international network will continue to leverage a number of communication and dissemination activities:

Tool	Contribution	Timing
Website	<ul style="list-style-type: none"> <li>-Provide news, events and updated project information to maintain the usability and relevance of the website at a high standard.</li> <li>-Drive traffic to the website by sharing within their network</li> <li>-Provide WP results as they are ready to post</li> <li>-Provide translation of necessary content for the Italian stakeholders (i.e. an Italian MULTI-ACT section on the <a href="#">AISM website</a>)</li> </ul>	Monthly
Social media	<ul style="list-style-type: none"> <li>-Share the content produced by the consortium on FISM social media channels and thus contribute to its greater impact.</li> <li>-Suggest relevant LinkedIn and Twitter content for the MULTI-ACT account</li> </ul>	Monthly
Communication toolkit (flyers, posters, policy brief)	<ul style="list-style-type: none"> <li>-Contribute to the development of the communication toolkit.</li> <li>-Distribute communication toolkit items during public social events and external conferences</li> <li>-Translation of relevant materials into Italian (e.g. Linee Guida MULTI-ACT per il coinvolgimento dei pazienti in R&amp;I)</li> </ul>	
Press releases	Contribute to the drafting and editing of the planned press releases	

Reporting	Report to EBC on the communication and dissemination activities performed (See APPENDIX 2)	Monthly
Newsletters	Provide content to be include in the newsletters	Every 6 months
Scientific publications	Publish peer review article including project results (e.g. the literature review of patient engagement initiatives performed in WP1)	One article submission by M30
External Conferences	Present project results at conferences	At least 2 conference participations during phase 2
MULTI-ACT WP related events	Organise and conduct multi-stakeholder dialogues (i.e. open consultation, roundtables, etc.) among experts, the general public and other relevant, stakeholders to increase the participatory character of the project and collect first-hand feedback on the WP deliverables from the relevant groups.	
Stakeholder mapping	Scan the stakeholder landscape to identify relevant groups in order to maintain the usability and relevance of at the stakeholder list at a high standard.	Regularly
Engagement with key stakeholders	Ensure a constant flow of information to the key stakeholders of the project that are involved in the External Advisory Board, Patient Forum, Patient Engagement Group as well as project partner	
Final conference	Contribute to the planning stages, content and preparation of the final conference	

Table 5. FISM - Individual communication and dissemination plan

### **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) has communicated the project within the academic field. Activities so far have included:

Tool	Contribution	Timing
Website	-Provide news, events and updated project information to maintain the usability and relevance of the website at a high standard.	Monthly

	-Drive traffic to the website by sharing within network -Provide WP results as they are ready to post	
Social media	-Share the content produced by the consortium -Suggest relevant Twitter content for the MULTI-ACT account	
Communication toolkit (flyers, posters, policy brief)	-Distribute communication toolkit items during public social events and external conferences	
Reporting	Report to EBC on the communication and dissemination activities performed (See APPENDIX 2)	Monthly
Newsletters	-Provide content to be include in the newsletters -Circulate newsletter within the academia network	Every 6 months
Scientific publications	Publish peer review article including project results such as the literature review of research impact indicators.	One article submission by M30
External Conferences	Attend relevant conferences and meetings in their specific field which were relevant for MULTI-ACT dissemination, particularly of informative materials on the project	At least 2 conference participations during phase 2
MULTI-ACT WP related events	Organise and conduct a form of multi-stakeholder dialogues (i.e. open consultation, roundtables, etc.) among experts, the general public and other relevant, stakeholders to disseminate WP results	

Table 6. UNITN - Individual communication and dissemination plan

#### **Ernst & Young (EY) Financial Business Advisors**

EY is to 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, specific activities implemented by EY in order to contribute to dissemination and exploitation of project results will include:

- 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

- Exploitation of impact assessment methodologies defined within the project in other domains, such as environmental and social analysis.

Tool	Contribution	Timing
Website	-Provide news, events and updated project information to maintain the usability and relevance of the website at a high standard. -Drive traffic to the website by sharing within network -Provide WP results as they are ready to post	Monthly
Reporting	Report to EBC on the communication and dissemination activities performed (See APPENDIX 2)	Monthly
Newsletters	-Provide content to be include in the newsletters -Circulate newsletter within partner's network	Every 6 months
MULTI-ACT WP related events	Organise and conduct a form of multi-stakeholder dialogues (i.e. open consultation, roundtables, etc.) among experts, the general public and other relevant, stakeholders to disseminate WP results	

Table 7. EY - Individual communication and dissemination plan

### **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.

Tool	Contribution	Timing
Website	-Provide news, events and updated project information to maintain the usability and relevance of the website at a high standard. -Drive traffic to the website by sharing within network -Provide WP results as they are ready to post	Monthly
Social media	-Share the content produced by the consortium	

	-Suggest relevant Twitter content for the MULTI-ACT account	
Communication toolkit (flyers, posters, policy brief)	-Distribute communication toolkit items during public social events and external conferences	
Reporting	Report to EBC on the communication and dissemination activities performed (See APPENDIX 2)	Monthly
Newsletters	-Provide content to be include in the newsletters -Circulate newsletter within partner's network	Every 6 months
Scientific publications	-Publish peer review article including project results for professional audiences in the area in Spain, Europe and Latin America.  -Publication in academic journals, which can include Accounting, Organizations and Society, European Accounting Review, Management Accounting Research or Research Policy.	One article submission by M30
External Conferences	Participation in dedicated information sessions within accounting and management conferences and events which were relevant for MULTI-ACT dissemination, particularly of informative materials on the project.	At least 2 conference participations during phase 2

Table 8. UBU - Individual communication and dissemination plan

### **Tampereen Yliopisto (TAU)**

TAU, 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.

Tool	Contribution	Timing
Website	-Provide news, events and updated project information to maintain the usability and relevance of the website at a high standard.	Monthly

	-Drive traffic to the website by sharing within network	
Social media	-Share the content produced by the consortium -Suggest relevant Twitter content for the MULTI-ACT account	
Communication toolkit (flyers, posters, policy brief)	-Distribute communication toolkit items during public social events and external conferences	
Reporting	Report to EBC on the communication and dissemination activities performed (See APPENDIX 2)	Every 6 months
Newsletters	-Provide content to be include in the newsletters -Circulate newsletter within partner's network	Every 6 months
Scientific publications	- Submitting popularized scientific articles to European magazines, newspapers and websites - Publication of articles in high-quality peer-reviewed academic journals (e.g. Public Administration; Public Management Review; Accounting, Organizations and Society, etc.	One article submission by M30
External Conferences	Dissemination of project findings 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)	At least 2 conference participations during phase 2

Table 9. TAU - Individual communication and dissemination plan

### **European Brain Council (EBC)**

EBC has the lead role in Work Package 8 and manages the day-to-day communication of the project. With its access to a wide network of major European organizations in neurology, neurosurgery, psychiatry, basic brain research (neuroscience), as well as patient organizations and industry, EBC is open to a wide network of stakeholders and has built ties with the European Commission, the European Parliament as well as other decision-making bodies through previous projects and contact, helping in the dissemination of the project among policymakers.



Tool	Contribution	Timing
Website	<ul style="list-style-type: none"> <li>-Monitoring and running of the MULTI-ACT website, social media channels and other regular communications channels</li> <li>-Drive traffic to the website by sharing within their network</li> <li>-Provide WP results as they are ready to post</li> </ul>	Weekly
Social media	<ul style="list-style-type: none"> <li>-Continued running of all MULTI-ACT communication channels</li> <li>-Share the content produced by the consortium on FISM social media channels and thus contribute to its greater impact.</li> <li>-Suggest relevant Twitter content for the MULTI-ACT account</li> </ul>	Daily/Weekly
Communication toolkit (flyers, posters, policy brief)	<ul style="list-style-type: none"> <li>-Drafting of all project dissemination materials such as the project brochure, policy brief, roll-up, website, etc.</li> <li>-Distribute communication toolkit items during public social events and external conferences</li> </ul>	
Press releases	Contribute to the drafting and editing of the planned press releases	Twice per year
Reporting	Collection of all communication and dissemination activities performed by partners (See APPENDIX 2)	Monthly
Newsletters	<ul style="list-style-type: none"> <li>-Create newsletter, build content and collect content from all partners.</li> <li>-Distribute the newsletter to MULTI-ACT mailing list</li> </ul>	Every 6 months
External Conferences	<ul style="list-style-type: none"> <li>-Attendance and arrangement of project attendance at relevant events, conferences, meetings, etc.</li> <li>-Present project results at conferences</li> </ul>	At least 2 conference participations during phase 2

MULTI-ACT related events	Planning of project event(s) and meeting coordination assistance	
MULTI-ACT WP related events	Organise and conduct multi-stakeholder dialogues among experts and other relevant, stakeholders to increase the participatory character of the project and collect first-hand feedback on the WP deliverables from the relevant groups.	
Stakeholder mapping	Assist in maintaining the usability and relevance of at the stakeholder list at a high standard.	
Final conference	Contribute to the planning stages, content and preparation of the final conference	

Table 10. EBC - Individual communication and dissemination plan

### **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 toolkit's online presence.

Tool	Contribution	Timing
Website	<ul style="list-style-type: none"> <li>-Provide news, events and updated project information to maintain the usability and relevance of the website at a high standard.</li> <li>-Drive traffic to the website by sharing within network</li> <li>-Provide WP results as they are ready to post</li> </ul>	Monthly
Social media	<ul style="list-style-type: none"> <li>-Share the content produced by the consortium</li> <li>-Suggest relevant Twitter content for the MULTI-ACT account</li> </ul>	
Communication toolkit (flyers, posters, policy brief)	-Distribute communication toolkit items during public social events and external conferences	
Reporting	Report to EBC on the communication and dissemination activities performed (See APPENDIX 2)	Monthly

Newsletters	-Provide content to be include in the newsletters -Circulate newsletter within partner's network	Every 6 months
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Table 11. INTRA - Individual communication and dissemination plan

### **European Health Management Association (EHMA)**

EHMA's EU-wide membership (policymakers, academia, management) and broad network has allowed for stakeholder engagement support as well as the dissemination of project results reaching the right people in the right organizations and with the right tools.

Tool	Contribution	Timing
Website	-Provide news, events and updated project information to maintain the usability and relevance of the website at a high standard. -Drive traffic to the website by sharing within network -Provide WP results as they are ready to post	Monthly
Social media	-Share the content produced by the consortium -Suggest relevant Twitter content for the MULTI-ACT account -Regular dissemination of project information, results and updates through EHMA's communication platforms, including Members and Network newsletters and social media accounts	
Communication toolkit (flyers, posters, policy brief)	-Distribute communication toolkit items during public social events and external conferences -Support EBC and WP8 partners in setting up the dissemination plan, materials and tools;	
Reporting	Report to EBC on the communication and dissemination activities performed (See APPENDIX 2)	Monthly
Newsletters	-Provide content to be include in the newsletters -Circulate newsletter within partner's network	Every 6 months
External Conferences	Support dissemination at events/workshops and including the project at the EHMA Annual Conference	At least 2 conference

		participations during phase 2
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Table 12. EHMA - Individual communication and dissemination plans

**Fondation Pour L'aide A La Recherche Sur La Sclérose En Plaques (ARSEP)**

ARSEP will have the role of enabling patient-reported dimensions throughout the project and to communicate/disseminate scientific results to people with Multiple Sclerosis, families, friends, and caregivers. ARSEP activities will include:

Tool	Contribution	Timing
Website	-Provide news, events and updated project information to maintain the usability and relevance of the website at a high standard. -Drive traffic to the website by sharing within network -Provide WP results as they are ready to post	Monthly
Social media	-Share the content produced by the consortium -Suggest relevant Twitter content for the MULTI-ACT account	
Communication toolkit (flyers, posters, policy brief)	-Distribute communication toolkit items during public social events and external conferences	
Reporting	Report to EBC on the communication and dissemination activities performed (See APPENDIX 2)	Monthly
Newsletters	-Provide content to be include in the newsletters -Circulate newsletter within partner's network	Every 6 months
External Conferences	Communicating the most relevant information on medical, scientific and therapeutic advances (annual scientific congress, annual MRI workshop, courses within faculties of medicine)	At least 2 conference participations during phase 2

Table 13. ARSEP - Individual communication and dissemination plans

**Dane-i-Analizy.pl Sp. z o.o. (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.

DiA contribution to dissemination efforts have been and will include:

Tool	Contribution	Timing
Website	<ul style="list-style-type: none"> <li>-Provide news, and updated project information to maintain the usability and relevance of the website at a high standard.</li> <li>-Provide WP6 results as they are ready to post - Development of a section on DiA's website, dedicated to the project – in English and Polish</li> <li>- Develop a section on the project website with downloadable manual and guidelines (D6.2)</li> </ul>	Monthly
Social media	<ul style="list-style-type: none"> <li>-Share the content produced by the consortium</li> <li>-Suggest relevant Twitter content for the MULTI-ACT account</li> </ul>	Weekly
Scientific Publication	<ul style="list-style-type: none"> <li>-Publish a peer-reviewed article including project results.</li> </ul>	One article submission by M36M30
Communication toolkit (flyers, posters, policy brief)	<ul style="list-style-type: none"> <li>-Help in drafting of all project dissemination materials such as the project brochure, policy brief, roll-up, website, etc.-Distribute communication toolkit items during public social events and external conferences</li> </ul>	
Press releases	Contribute to the drafting and editing of the planned press releases	Twice per year
Reporting	Collection of all communication and dissemination activities performed by partners (See APPENDIX 2)	Monthly
Newsletters	<ul style="list-style-type: none"> <li>-Provide content to be include in the newsletters</li> <li>-Circulate newsletter within partner's network</li> </ul>	Every 6 months
External Conferences	Participation in academic and industry conferences during which DiA will share information regarding MULTI ACT project and its findings.	At least 2 conference participations

		during phase 2
Engagement with stakeholders	Contacting patient association and relevant members of DiA's network to inform them about MULTI-ACT results.	2 media releases about the results by month 36
Final conference	Contribute to the planning stages, content and preparation of the final conferences	

Table 14. DiA - Individual communication and dissemination plans

### **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:

Tool	Contribution	Timing
Website	<ul style="list-style-type: none"> <li>-Provide news, events and updated project information to maintain the usability and relevance of the website at a high standard.</li> <li>-Drive traffic to the website by sharing within network</li> <li>-Provide WP results as they are ready to post</li> </ul>	Monthly
Social media	<ul style="list-style-type: none"> <li>-Share the content produced by the consortium</li> <li>-Suggest relevant Twitter content for the MULTI-ACT account</li> </ul>	
Communication toolkit (flyers, posters, policy brief)	-Distribute communication toolkit items during public social events and external conferences	
Reporting	Report to EBC on the communication and dissemination activities performed (See APPENDIX 2)	Monthly

Newsletters	-Provide content to be include in the newsletters -Circulate newsletter within partner's network	Every 6 months
Publications	Write informal articles submitted to European popular magazines, newspapers and websites	One article submission by M30
External Conferences	Participation in dedicated information sessions within accounting and management conferences and events	At least 2 conference participations during phase 2

Table 15. UCP - Individual communication and dissemination plans

## APPENDIX 2 Communication & Dissemination Activities Assessment Form

**Communication & Dissemination Activities Assessment Form:**

**Partner-specific communication & dissemination plans for MULTI -ACT**

[partner name]

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

**1.1 Website**  
*How has the project been 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 have promoted 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 have you used to promote the project? Please tick:*

Printed material, blog & videos

Newsletters

Scientific Publications (Study protocols, short reports etc.)

Conference Presentations/participation

Workshops/Webinars Communication and Dissemination Plan

Active (personal) dialogue with relevant stakeholders

Others: *please specify.*

Figure 2. Communication & Dissemination Activities Assessment form



## APPENDIX 3 Communication & Dissemination Activities Assessment Form

All partners are expected to report their communication/dissemination activities for collection. The following table is to be used to include all details:

MULTI-ACT WP8 – Communication/Dissemination Reporting	
Communication type	Presentation / Poster / Publication <i>(Highlight in yellow)</i>
Presentation	
Event name	
Event website	
Event type	Congress / Workshop / Meeting <i>(Highlight in yellow)</i>
Date & Location	
Presentation type	Full presentation / Poster / Panel discussion / Other <i>(Highlight in red)</i>
Presentation title	
MULTI-ACT topic(s) / WPs covered	
<i>Please attach presentation in accompanying email</i>	
Publication	
Publication type	

Publisher	
Date of publication	
Publication title	
Publication reference	
URL (if available)	
<i>Please attach copy of publication in accompanying email, if available</i>	
<b>Event/Meeting Attended on behalf of MULTI-ACT</b>	
Event name	
Event website	
Event type	Congress / Workshop / Meeting / Other <i>(Highlight in yellow)</i>
Date & Location	
<b>MULTI-ACT Event</b>	
Event name	
Event location	
Event type	Public event / Workshop / Meeting / Other <i>(Highlight in yellow)</i>
MULTI-ACT topics/WPs covered	

Partners involved	
URL	
<i>Please attach any materials from the event (invitation, presentations, etc.) in accompanying email</i>	

Table 16. MULTI-ACT WP8 – Communication/Dissemination Reporting

## APPENDIX 4 External Event Participation

Responsible partner	Event	Description of dissemination	Date	URL
EBC	4 <sup>th</sup> Congress of European Academy of Neurology (Lisbon, Portugal)	Dissemination of MULTI-ACT brochures at exhibition stand	16-19 June 2018	<a href="https://www.multiact.eu/2018/06/19/project-promotion-at-the-ean-congress-2018/">https://www.multiact.eu/2018/06/19/project-promotion-at-the-ean-congress-2018/</a>
EBC	FENS Forum 2018 (Berlin, Germany)	Dissemination of MULTI-ACT brochures at exhibition stand	7-11 July 2018	
University of Trento	12 <sup>th</sup> Interdisciplinary Perspective on Accounting Conference – University of Edinburgh	Participation at meeting with active hand out of the MULTI-ACT brochure and communication of the project	11-13 July 2018	
University of Trento	30 <sup>th</sup> International Congress on Social and Environmental Accounting Research and Emerging Scholars Colloquium – University of Edinburgh	Participation at meeting with active hand out of the MULTI-ACT brochure and communication of the project	28-30 August 2018	
EBC	31 <sup>st</sup> ECNP Congress	Dissemination of MULTI-ACT brochures at exhibition stand	6-9 October 2018	

	Barcelona, Spain			
FISM	MSIF World Conference 2018  Rome, Italy	Attendance and participation in this large MS-related conference for communication purposes of the project	24-26 October 2018	
FISM	MULTI-ACT/CSEAR conference Post Normal Science: Exploring Collective Accountability – University of Trento	The Coordinator Dr. Paola Zarin participate to the roundtable discussing the challenge of applying Post Normal Science in developing a collective accountability approach for health research	6 March 2019	<a href="https://www.multiact.eu/2019/03/06/MULTI-ACT-csear-seminar-on-post-normal-science-held-today/">https://www.multiact.eu/2019/03/06/MULTI-ACT-csear-seminar-on-post-normal-science-held-today/</a>
FISM	International Progressive MS Alliance’s Industry Forum Meeting	Introduction of the MULTI-ACT project and what it means to capture the patient voice & the multi-stakeholder approach in science.	23 January 2019	
EBC	Brain Twitter Conference	The Brain Twitter conference is an annual, virtual conference that takes place on Twitter under the hashtag #brainTC. Just like a regular conference, #brainTC features both keynotes and research presentations. MULTI-ACT was part of a series of presentation tweets during EBC’s presentation slot.	14 March 2019	<a href="https://twitter.com/EU_Brain/status/1106120984921341952">https://twitter.com/EU_Brain/status/1106120984921341952</a>

FISM (In collaboration with external partners – National MS Society)	Forum on Neuroscience and Nervous System Disorders	Introductory presentation of the MULTI-ACT project	23-24 April 2019	
FISM	EMSP Conference  Vilnius, Lithuania	Poster presentation of MULTI-ACT as well as participation in a speakers' panel by Project Coordinator, Dr. Paola Zaratin, who presented the project.	9-11 May 2019	<a href="https://www.multiact.eu/2019/02/04/emsp-annual-conference-2019/">https://www.multiact.eu/2019/02/04/emsp-annual-conference-2019/</a>  <a href="https://twitter.com/eumsplatform/status/1118846642449334273">https://twitter.com/eumsplatform/status/1118846642449334273</a>  <a href="https://twitter.com/MULTIACTProj/status/1126806067164393472">https://twitter.com/MULTIACTProj/status/1126806067164393472</a>
FISM	New HoRRizon Health Social Lab - 3 <sup>rd</sup> workshop (Stockholm, Sweden)	Participation in the frame of the cross-project collaboration established (see WP9, WP1)	14-15 May 2019	<a href="https://newhorizon.eu/sl7/">https://newhorizon.eu/sl7/</a>
University of Burgos (UBU)	Jornada "Investigación y emprendimiento en Derecho y Económicas"	Universidad de Burgos Research & Entrepreneurship Day in for Law and Economics (public event with prior registration required) Different researchers from Universidad de Burgos	16 May 2019	

		presented a general idea of their projects. MULTI-ACT was presented.		
FISM	AISM Annual Conference 2019	MULTI-ACT is presented across a number of sessions by Project Coordinator, Dr. Paola Zarin.	29-31 May	<a href="https://twitter.com/deborahbertore1/status/1133736346164584448">https://twitter.com/deborahbertore1/status/1133736346164584448</a>
EHMA	AISM Annual Conference 2019	Presentation by Prof Usman Khan entitled: "Finding our voice: patient empowerment an age of change"	29-31 May	
FISM/EBC/EHMA	EHMA Conference 2019 Espoo, Finland	MULTI-ACT was presented (15 min presentation) by Project Coordinator, Paola Zarin, in a session entitled "Reinventing healthcare: patients as central partners". MULTI-ACT also had a table where the brochures and policy brief could be shared with conference attendees.	16-19 June 2019	<a href="https://twitter.com/MULTIACTProj/status/1141240300511420416">https://twitter.com/MULTIACTProj/status/1141240300511420416</a> <a href="https://www.multiact.eu/2019/06/21/MULTI-ACT-presents-at-ehma-annual-conference-2019/">https://www.multiact.eu/2019/06/21/MULTI-ACT-presents-at-ehma-annual-conference-2019/</a>
EBC/DiA	European Academy of Neurology (EAN) Congress 2019 Oslo, Norway	MULTI-ACT was presented (20 min presentation) during an open session at the EAN congress by Dr. M Kautsch of the MULTI-ACT partner, DiA. MULTI-ACT material was also distributed at the EBC	29 June – 2 July 2019	<a href="https://www.multiact.eu/2019/06/30/MULTI-ACT-presented-at-ean-congress/">https://www.multiact.eu/2019/06/30/MULTI-ACT-presented-at-ean-congress/</a>

		exhibition stand throughout the duration of the whole congress.		<a href="https://twitter.com/MULTIACTProj/status/1145255111679238145">https://twitter.com/MULTIACTProj/status/1145255111679238145</a> <a href="https://www.braincouncil.eu/activities/news/ebc-at-ean-congress-2019/">https://www.braincouncil.eu/activities/news/ebc-at-ean-congress-2019/</a>
FISM	<p>European Commission OPEN INFO DAY:</p> <p>Horizon 202' 'Health, demographic change and wellbe'g--</p> <p>Brussels, Belgium</p>	MULTI-ACT was invited to present at the European Commission within the session on "Ensuring successful Patient and Public Involvement in EU-funded Research".	3 July 2019	<a href="https://www.multiact.eu/2019/07/03/MULTI-ACT-presented-at-eu-open-info-days/">https://www.multiact.eu/2019/07/03/MULTI-ACT-presented-at-eu-open-info-days/</a> <a href="https://twitter.com/MULTIACTProj/status/1144196273907601409">https://twitter.com/MULTIACTProj/status/1144196273907601409</a> <a href="https://twitter.com/MULTIACTProj/status/1146425997664903168">https://twitter.com/MULTIACTProj/status/1146425997664903168</a>
FISM	<p>Corporate Social Responsibility &amp; Social Innovation Conference (Salone CSR e SR)</p> <p>(Milan, Italy)</p>	MULTI-ACT was presented a number of times by FISM colleagues at Italy's largest conference on CSR	1-2 October 2019	<a href="https://twitter.com/MULTIACTProj/status/1179392267305590789">https://twitter.com/MULTIACTProj/status/1179392267305590789</a> <a href="https://twitter.com/AISM_onlus/status/1179412130048745473">https://twitter.com/AISM_onlus/status/1179412130048745473</a>



				<a href="https://twitter.com/AISM_onlus/status/1179412449772093440">https://twitter.com/AISM_onlus/status/1179412449772093440</a>
FISM	Progressive MS Alliance workshop – People affected by MS (Amsterdam, Netherlands)	Presentation of the MULTI-ACT model for patient engagement in research: MULTI-ACT: A Collective Research Impact Framework and multi-variate models to foster the true engagement of actors and stakeholders in Health Research and Innovation (P. Zaratina, D. Bertorello, R. Guglielmino)	19 October 2019	<a href="https://twitter.com/robygu/status/1196732173333794816">https://twitter.com/robygu/status/1196732173333794816</a>
FISM	MULTI-ACT Public Event Does your research impact society responsibly?	Presentation on the MULTI-ACT project and the rationale behind it	12 November 2019	<a href="https://twitter.com/MULTIACTProj/status/1194180755666198528">https://twitter.com/MULTIACTProj/status/1194180755666198528</a>
FISM	MULTI-ACT Public Event	Presentation on Patient Reported dimension	12 November 2019	<a href="https://twitter.com/MULTIACTProj/status/1194180755666198528">https://twitter.com/MULTIACTProj/status/1194180755666198528</a>
FISM (Brussels, Belgium)	EPF Congress 2019	Patients as partners in research: making co-production “the new normal”	12-13 November 2019	<a href="https://twitter.com/EHMAinfo/status/1194589729544712194">https://twitter.com/EHMAinfo/status/1194589729544712194</a> <a href="https://twitter.com/MULTIACTProj/status/1194592350514880512">https://twitter.com/MULTIACTProj/status/1194592350514880512</a>
EFNA/EBC	EPF Congress 2019	Projects working with patient involvement	12-13 November 2019	<a href="https://twitter.com/EHMAinfo/status/1194578403237740546">https://twitter.com/EHMAinfo/status/1194578403237740546</a>

FISM	Training Initiatives for Neurological Advocates (TINA) Workshop of the European Federation of Neurological Associations (EFNA) on “Neuroscience Research & Development: Influencing, Engaging and Optimizing Opportunities for Patient Involvement” (Brussels, Belgium)	Presentation of the MULTI-ACT model for patient engagement in research	4 December 2019	<a href="https://twitter.com/MULTIACTProj/status/1202149639572639745">https://twitter.com/MULTIACTProj/status/1202149639572639745</a>
FISM	SUPERMORRI Workshop on RRI across Europe: exploring the science society interface’ to share our work towards enhancing responsibility and public engagement in health research (Leiden, Netherlands)	MULTI-ACT presentation on #RRI governance and patient engagement models	29 January 2020	<a href="https://twitter.com/MULTIACTProj/status/1222454555276980224">https://twitter.com/MULTIACTProj/status/1222454555276980224</a> <a href="https://twitter.com/MorriSuper/status/1232989177874206722">https://twitter.com/MorriSuper/status/1232989177874206722</a>
FISM	New HoRRizon Health Social Lab - 4 <sup>th</sup> workshop (Berlin, Germany)	Co-creation (WP1) – virtual presence	12-13 February 2020	<a href="https://newhorizon.eu/sl7/">https://newhorizon.eu/sl7/</a>
FISM	MULTI-ACT MS Care Unit workshop	MS Care Unit workshop agenda	19 May 2020	N/A

FISM/EBC	MULTI-ACT Presentation at the EAN Congress 2020	Presentation on the MULTI-ACT patient engagement guidelines by Prof. Mario Battaglia	25 May 2020	<a href="https://www.multiact.eu/2020/04/09/multi-act-presentation-at-ean-virtual-congress-2020/">https://www.multiact.eu/2020/04/09/multi-act-presentation-at-ean-virtual-congress-2020/</a> <a href="https://twitter.com/MULTIACTProj/status/1264868872164913152">https://twitter.com/MULTIACTProj/status/1264868872164913152</a>
FISM	Italian television	“Multiple Sclerosis and COVID-19” and the launch of the MULTI-ACT Patient Engagement Guidelines on the occasion of World MS Day	30 May 2020	<a href="https://www.multiact.eu/2020/06/04/world-multiple-sclerosis-day-multi-act-broadcasted-on-italian-tv/">https://www.multiact.eu/2020/06/04/world-multiple-sclerosis-day-multi-act-broadcasted-on-italian-tv/</a>
FISM	MULTI-ACT MS Care Unit workshop	MS Care Unit workshop agenda	3 June 2020	N/A
FISM/EHMA	EHMA Webinar on "Health research & innovation in time of #COVID19"	Presentation on healthcare challenges can be better addressed through the application of a more inclusive multi-stakeholder framework with the right governance structure	10 July 2020	<a href="https://twitter.com/MULTIACTProj/status/1281538676221251584">https://twitter.com/MULTIACTProj/status/1281538676221251584</a> <a href="https://twitter.com/EHMAinfo/status/1281536171236102144">https://twitter.com/EHMAinfo/status/1281536171236102144</a> <a href="https://twitter.com/EHMAinfo/status/1281541921719160832">https://twitter.com/EHMAinfo/status/1281541921719160832</a>
FISM/EHMA	L-EAD Summer School 2020 roundtable	Discussion on MULTI-ACT governance model including several tools for stakeholders and patient engagement in the health research continuum through co-	13 July 2020	<a href="https://twitter.com/EHMAinfo/status/1282646442050551809">https://twitter.com/EHMAinfo/status/1282646442050551809</a>

		accountability measures and shared mission		
FISM	World Congress of Public Health	Multi-stakeholder research initiatives for innovative healthcare	15 October 2020	<a href="https://twitter.com/MULTIACTProj/status/1316758963719987201">https://twitter.com/MULTIACTProj/status/1316758963719987201</a>
FISM	EPI-CLUSTER Workshop	MULTI-ACT Patient Engagement guidelines – tailored priority recommendations to EPICLUSTER	21 October 2020	N/A

Table 17. External Event Participation

## APPENDIX 5 Targeted stakeholder outreach

Stakeholder	Key communicators (Twitter)	Key events
Patients	@EUNeurology @eumsplatform @eupatientsforum @EPFyouth @MSIntFederation @eupatients	Congress of European Academy of Neurology (EAN) EMSP Conference European Congress of Psychiatry (EPA) ECTRIMS RIMS
Patient Organizations	@PatientMatters	ECNP Congress FENS Forum
Society	@WHO @WHOatEU @WHO_Europe @NeuroscienceNew @HealthFirstEU	Public events such as awareness events in the EU Parliament, world disease days, etc.
Research and education organisations Research and education organisations	@NeuroscienceNew @wileyneurosci @NeurosciIBRO @BritishNeuro @Neurosci2019 @SfNtweets @neuinfo @ELSneuroscience @FENSorg @ibroSecretariat	FENS Forum IBRO World Congress SfN Annual Meeting European Congress of Neuropsychopharmacology

Industry	@IMI_PREFER	European Congress of Neuropsychopharmacology
Care Providers	@HealthFirstEU	Congress of European Academy of Neurology (EAN) European Congress of Psychiatry (EPA)
Policymakers	@EUScienceInnov @EU_H2020 @EP_Industry @EP_Environment @EU_Health @eHealth_EU	Public events such as awareness events in the EU Parliament, Research & Innovation Days
Payers and Purchasers	@EUNetHTA  @AIM  @InsuranceEurope  @The European Forum for Insurance at Work	

Table 18. Targeted stakeholder outreach

## APPENDIX 6 Stakeholder list

The table below contains the current list of stakeholders for the MULTI-ACT project that were identified within the Health Research and Innovation ecosystem particularly in the Brain diseases and Multiple Sclerosis domains which are the focus of the project. As described in the deliverable 9.1, stakeholder groups were first classified in 8 categories (Patients, Patient organizations, Society, Payers and purchasers, Care Providers, Policy makers and regulators, Industry, Research and education organisations) a description of these categories is provided in paragraph 2.5.5 of this document. Successively, the stakeholder groups were prioritised based on the Mendelow's "power interest grid" and further classified in the following stakeholder type:

- **Key stakeholders** represent a subset of all the external stakeholders that are either highly impacted by the project or specifically interested in the accomplishment of its objectives and for this reason decide to actively support it. In MULTI-ACT, they are namely the members of the External Advisory Board, the Patient Forum, the Patient Engagement Group, the MSRI to be selected as case study in WP4 and any other key actor identified in the course of the project.
- **External stakeholders** are those individuals or groups that are outside the project's environment, have some interest in the project's aims and might influence to different extent its execution and the accomplishment of its expected results.

NAME OR GROUP	Specific Category	Mendelow's "power-interest grid"		Stakeholder Type
		Level of interest	Level of power	
<a href="#">European Multiple Sclerosis Platform (EMSP)</a>	<i>Patients and the general public</i>	<i>Medium/high</i>	<i>Medium/high</i>	<i>Key - Patient Forum</i>
<a href="#">MS International Federation (MSIF)</a>	<i>Patients and the general public</i>	<i>Medium/high</i>	<i>Medium/high</i>	<i>Key - Patient Forum</i>

<a href="#">European Federation of Neurological Associations (EFNA)</a>	<i>Patients and the general public</i>	<i>Medium/high</i>	<i>Medium/high</i>	<i>Key - Patient Forum</i>
<a href="#">GAMIAN – Europe</a>	<i>Patients and the general public</i>	<i>Medium/high</i>	<i>Medium/high</i>	<i>Key - Patient Forum</i>
<a href="#">European Reference Network on neuromuscular diseases (Euro - NMD)</a>	<i>Care Providers</i>	<i>Low/moderate</i>	<i>Low/moderate</i>	<i>External</i>
<a href="https://www.charcot-ms.org/">European Charcot Foundation (https://www.charcot-ms.org/)</a>	<i>Care Providers</i>	<i>Medium/high</i>	<i>Medium/high</i>	<i>Key - Advisory Board</i>
<a href="#">European Network on rare primary and immunodeficiency, autoinflammatory and autoimmune diseases. (ERN RITA)</a>	<i>Care Providers</i>	<i>Low/moderate</i>	<i>Low/moderate</i>	<i>External</i>
<a href="#">National Comprehensive Cancer Network (NCCN Guidelines)</a>	<i>Policy makers</i>	<i>Low/moderate</i>	<i>Low/moderate</i>	<i>External</i>
<a href="#">European Commission - DG RTD Research and Innovation</a>	<i>Policy makers</i>	<i>Medium/high</i>	<i>Medium/high</i>	<i>External</i>
<a href="#">European Commission - DG Sante</a>	<i>Policy makers</i>	<i>Medium/high</i>	<i>Medium/high</i>	<i>External</i>
<a href="#">European Council - Working Party on Public Health</a>	<i>Policy makers</i>	<i>Low/moderate</i>	<i>Low/moderate</i>	<i>External</i>



<a href="#">European Council - Working Party on Pharmaceuticals and Medical Devices</a>	<i>Policy makers</i>	<i>Low/moderate</i>	<i>Low/moderate</i>	<i>External</i>
<a href="#">European Medicine Agency (EMA)</a>	<i>Policy makers</i>	<i>Low/moderate</i>	<i>Low/moderate</i>	<i>External</i>
<a href="#">European Medicines Agency: Committee for Medicinal Products for Human Use (CHMP)</a>	<i>Policy makers</i>	<i>Low/moderate</i>	<i>Low/moderate</i>	<i>External</i>
<a href="#">European Medicines Agency: Scientific Advice Working Party (SAWP)</a>	<i>Policy makers</i>	<i>Low/moderate</i>	<i>Low/moderate</i>	<i>External</i>
<a href="#">European Medicines Agency: Central Nervous System Working Party</a>	<i>Policy makers</i>	<i>Low/moderate</i>	<i>Low/moderate</i>	<i>External</i>
<a href="#">euNetHTA</a>	<i>Payers and Purchasers</i>	<i>Medium/high</i>	<i>Low/moderate</i>	<i>External</i>
<a href="#">European Academy of Neurology (EAN)</a>	<i>Care Providers</i>	<i>Low/moderate</i>	<i>Low/moderate</i>	<i>External</i>
<a href="#">European Academy of Neurology (EAN) - Scientific Panel Multiple Sclerosis</a>	<i>Care Providers</i>	<i>Low/moderate</i>	<i>Low/moderate</i>	<i>Key</i>

<a href="#">European Committee for Treatment and Research in Multiple Sclerosis (ECTRIMS)</a>	Care Providers	Medium/high	Low/moderate	Key
<a href="#">Rehabilitation in multiple sclerosis (RIMS)</a>	Care Providers	Medium/high	Low/moderate	External
<a href="#">The International Multiple Sclerosis Cognition Society (IMSCOGS)</a>	Care Providers	Low/moderate	Low/moderate	External
<a href="#">MS Brain Health</a>	Care Providers	Medium/high	Medium/high	Key
<a href="#">Australian Nursery and Midwifery Accreditation Council (ANMAC)</a>	Policy makers	Low/moderate	Low/moderate	External
<a href="#">Department of Health and Human Services (DHHS)</a>	Care Providers	Low/moderate	Low/moderate	External
<a href="#">International Council for Harmonisation of Technical Requirements for Pharmaceuticals for Human Use (ICH)</a>	Policy makers	Low/moderate	Low/moderate	External
Biogen	Industry	Medium/high	Low/moderate	External
Novartis	Industry	Medium/high	Low/moderate	External
Roche	Industry	Medium/high	Low/moderate	External

Teva	Industry	Medium/high	Low/moderate	External
Merck	Industry	Medium/high	Low/moderate	External
Sanofi Genzyme	Industry	Medium/high	Low/moderate	External
Actelion	Industry	Medium/high	Low/moderate	External
Celgene	Industry	Medium/high	Low/moderate	External
Medway	Industry	Medium/high	Low/moderate	External
<u>Icometrix</u>	Industry	Low/moderate	Low/moderate	External
<u>Verily</u>	Industry	Low/moderate	Low/moderate	External
<u>Backford Analysis</u>	Industry	Low/moderate	Low/moderate	External
<u>Radnet</u>	Industry	Low/moderate	Low/moderate	External
<u>Teracon</u>	Industry	Low/moderate	Low/moderate	External
<u>MS Base</u>	Research and education organisations	Low/moderate	Low/moderate	External
<u>inTBIR</u>	Research and education organisations	Low/moderate	Low/moderate	External

<u>Faster Cures</u>	Research education organisations and	Medium/high	Medium/high	Key - Patient Forum
<u>ICHOM</u>	Payers and purchasers	Low/moderate	Low/moderate	External
<u>ERANET NEURON</u>	Research education organisations and	Medium/high	Medium/high	Key - Advisory Board
<u>JPND</u>	Research education organisations and	Low/moderate	Low/moderate	External
<u>MoRRI – Monitoring the Evolution and Benefits of Responsible Research and Innovation</u>	Research education organisations and	Medium/high	Low/moderate	Key
<u>International Progressive MS Alliance</u>	Research education organisations and	Medium/high	Low/moderate	External
<u>Industry Forum PMSAlliance</u>	Industry	Medium/high	Low/moderate	External
<u>MultipleMS</u>	Research education organisations and	Medium/high	Low/moderate	External

<a href="#">Social Value International</a>	Industry	Low/moderate	Low/moderate	External
<a href="#">Collective Impact Forum</a>	Industry	Low/moderate	Low/moderate	External
<a href="#">Plusvalue</a>	Industry	Low/moderate	Low/moderate	External
<a href="#">Gamian Europe</a>	Patient organizations	Medium/high	Medium/high	Key - Patient Forum
<a href="#">EuroAtaxia</a>	Patient organizations	Medium/high	Medium/high	Key - Patient Forum
<a href="#">European Patient Forum</a>	Patient organizations	Medium/high	Medium/high	Key - Patient Forum
<a href="#">European alliance Restless leg syndrome</a>	Patient organizations	Medium/high	Medium/high	Key - Patient Forum
<a href="#">iconquerMS</a>	Patients	Medium/high	Medium/high	Key - Patient Forum
Accelerated Cure Project	Research	Medium/high	Medium/high	Key – Advisory Board
<a href="#">EFPIA</a>	Industry	Medium/high	Medium/high	Key - Advisory Board
International Economic Policy and Sustainability Management	Industry	Medium/high	Medium/high	Key - Advisory Board

<i>Università La Sapienza - Neurology</i>	<i>Research and education organisations</i>	<i>Medium/high</i>	<i>Medium/high</i>	<i>Key - Advisory Board</i>
<u>ECHAlliance ECHA</u>	<i>Research and education organisations</i>	<i>Medium/high</i>	<i>Medium/high</i>	<i>Key - Advisory Board</i>
<i>Italian Ministry of health</i>	<i>Policy makers</i>	<i>Medium/high</i>	<i>Medium/high</i>	<i>Key - Advisory Board</i>
<u>European Patient Academy - EUPATI</u>	<i>Patient organizations</i>	<i>Medium/high</i>	<i>Medium/high</i>	<i>Key - Patient Engagement Group</i>
<u>Mario Negri Institute - Laboratory of Medical Research and Consumer Involvement</u>	<i>Research and education organisations</i>	<i>Medium/high</i>	<i>Medium/high</i>	<i>Key - Patient Engagement Group</i>
<u>Engage2020</u>	<i>Research and education organisations</i>	<i>Medium/high</i>	<i>Medium/high</i>	<i>Key - Patient Engagement Group</i>
<u>NewHoRRlzon</u>	<i>Research and education organisations</i>	<i>Medium/high</i>	<i>Low/moderate</i>	<i>Key</i>
<u>Human Brain project</u>	<i>Research and education organisations</i>	<i>Medium/high</i>	<i>Low/moderate</i>	<i>Key</i>

<u>PARADIGM</u>	<i>Research and education organisations</i>	<i>Medium/high</i>	<i>Low/moderate</i>	<i>Key</i>
<u>Patient Focused Medicines Development [PFMD]</u>	<i>Patient organizations</i>	<i>Medium/high</i>	<i>Low/moderate</i>	<i>Key</i>

Table 19. Stakeholders list

## APPENDIX 7 MULTI-ACT key messages

In order to speak with one 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:

Target Audience	Key Message
All stakeholder groups	MULTI-ACT aims to increase the impact of health research on people with brain diseases by working with patients and patient organizations, academics, private and public stakeholders to develop brand new tools to assess the value of research.
All stakeholder groups	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 a more effective and inclusive research initiatives bringing together patient associations, academics, private stakeholders and the public.
Patient organizations, Research and education organisations, Care providers, Payers & Funders	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.
Patient organizations, Research and education organisations	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.
Research and education organisations, care providers, payers & funders, policymakers	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.

Table 20. MULTI-ACT key messages



## APPENDIX 8 List of relevant journals

NAME	WWW	Open Access
Academic medicine:	<a href="https://journals.lww.com/academicmedicine/pages/default.aspx">https://journals.lww.com/academicmedicine/pages/default.aspx</a>	No
Accounting Auditing and Accountability Journal	<a href="https://www.emeraldinsight.com/journal/aaaj">https://www.emeraldinsight.com/journal/aaaj</a>	Hybrid
Accounting Organizations and Society	<a href="https://www.sciencedirect.com/journal/accounting-organizations-and-society?sdsc=1">https://www.sciencedirect.com/journal/accounting-organizations-and-society?sdsc=1</a>	No
Biomedical Journal	<a href="https://www.journals.elsevier.com/biomedical-journal/">https://www.journals.elsevier.com/biomedical-journal/</a>	Yes
BMC Health services research	<a href="https://bmchealthservres.biomedcentral.com/">https://bmchealthservres.biomedcentral.com/</a>	Yes
BMC Medical ethics	<a href="https://bmcmedethics.biomedcentral.com/">https://bmcmedethics.biomedcentral.com/</a>	Yes
BMC Medical Research Methodology	<a href="http://www.biomedcentral.com/bmcmedresmethodol/">http://www.biomedcentral.com/bmcmedresmethodol/</a>	Yes
BMC Neurology	<a href="https://bmcneurol.biomedcentral.com/">https://bmcneurol.biomedcentral.com/</a>	Yes
BMC Psychiatry	<a href="https://bmcpneurology.biomedcentral.com/">https://bmcpneurology.biomedcentral.com/</a>	Yes
BMC Public Health	<a href="https://bmcpublichealth.biomedcentral.com">https://bmcpublichealth.biomedcentral.com</a>	Yes
Business Strategy and the Environment	<a href="https://onlinelibrary.wiley.com/journal/10990836">https://onlinelibrary.wiley.com/journal/10990836</a>	No

Critical Perspectives on Accounting	<a href="https://www.journals.elsevier.com/critical-perspectives-on-accounting/">https://www.journals.elsevier.com/critical-perspectives-on-accounting/</a>	No
European Journal of Neurology	<a href="https://onlinelibrary.wiley.com/journal/14681331">https://onlinelibrary.wiley.com/journal/14681331</a>	No
European Journal of Public Health	<a href="https://academic.oup.com/eurpub">https://academic.oup.com/eurpub</a>	No
Frontiers in psychology	<a href="https://www.frontiersin.org/journals/psychology">https://www.frontiersin.org/journals/psychology</a>	No
Health Care Analysis	<a href="https://link.springer.com/journal/10728">https://link.springer.com/journal/10728</a>	No
Health Expectations	<a href="https://onlinelibrary.wiley.com/journal/13697625">https://onlinelibrary.wiley.com/journal/13697625</a>	No
Health research policy and systems	<a href="https://health-policy-systems.biomedcentral.com/">https://health-policy-systems.biomedcentral.com/</a>	Yes
International Journal of Public Health	<a href="https://www.springer.com/public+health/journal/38">https://www.springer.com/public+health/journal/38</a>	No
International Journal for Quality in Health Care	<a href="https://academic.oup.com/intqhc">https://academic.oup.com/intqhc</a>	No
International Journal of MS Care	<a href="http://ijmsc.org/">http://ijmsc.org/</a>	No
J Clin Transl Sci	<a href="https://www.cambridge.org/core/journals/journal-of-clinical-and-translational-science">https://www.cambridge.org/core/journals/journal-of-clinical-and-translational-science</a>	Yes
Journal of Business Ethics	<a href="https://link.springer.com/journal/10551">https://link.springer.com/journal/10551</a>	Hybrid

Journal of general internal medicine	<a href="https://www.springer.com/journal/">https://www.springer.com/journal/</a>	Yes
Journal of Pharmaceutical Health Services Research	<a href="https://onlinelibrary.wiley.com/journal/17598893">https://onlinelibrary.wiley.com/journal/17598893</a>	No
Lancet Neurology	<a href="http://www.thelancet.com/journals/lancet/issue/current">http://www.thelancet.com/journals/lancet/issue/current</a>	No
Multiple Sclerosis and Related Disorders	<a href="https://www.journals.elsevier.com/multiple-sclerosis-and-related-disorders">https://www.journals.elsevier.com/multiple-sclerosis-and-related-disorders</a>	Yes
Multiple Sclerosis Journal	<a href="http://journals.sagepub.com/home/msj">http://journals.sagepub.com/home/msj</a>	No
NanoEthics	<a href="https://www.springer.com/journal/11569">https://www.springer.com/journal/11569</a>	Yes
Pharmacoeconomics	<a href="https://www.springer.com/journal/40273">https://www.springer.com/journal/40273</a>	Yes
Public Administration	<a href="https://onlinelibrary.wiley.com/journal/14679299">https://onlinelibrary.wiley.com/journal/14679299</a>	No
Public Health	<a href="https://academic.oup.com/jpubhealth">https://academic.oup.com/jpubhealth</a>	No
Public Management Review	<a href="http://www.tandfonline.com/loi/rpxm20">http://www.tandfonline.com/loi/rpxm20</a>	No
Quality of Life Research	<a href="http://www.springer.com/medicine/journal/11136">http://www.springer.com/medicine/journal/11136</a>	Yes
Research Involvement and Engagement	<a href="https://link.springer.com/journal/40900">https://link.springer.com/journal/40900</a>	Yes
Sci. Transl. Med	<a href="https://stm.sciencemag.org/">https://stm.sciencemag.org/</a>	No

Social Science and Medicine	<a href="https://www.journals.elsevier.com/social-science-and-medicine/">https://www.journals.elsevier.com/social-science-and-medicine/</a>	Yes
Sustainability	<a href="https://sustainableearth.biomedcentral.com/">https://sustainableearth.biomedcentral.com/</a>	Yes
Sustainability Accounting, Management and Policy Journal	<a href="https://www.emerald.com/insight/publication/issn/2040-8021">https://www.emerald.com/insight/publication/issn/2040-8021</a>	Hybrid
The Annals of Family Medicine	<a href="http://www.annfammed.org/">http://www.annfammed.org/</a>	No
The Patient-Patient-Centred Outcomes Research	<a href="https://www.springer.com/journal/40271">https://www.springer.com/journal/40271</a>	Hybrid

Table 21. List of relevant journals