



Supple Graphene Bio-Platform for  
point-of-care early detection and  
monitoring of Alzheimer's Disease

# D6.1 Dissemination and Communication Plan and Activities, Version 1

Q-PLAN INTERNATIONAL

20/12/2023



Funded by  
the European Union

## Document Information

Issued by:	Q-PLAN INTERNATIONAL
Issue date:	20/12/2023
Due date:	31/12/2023
Work package leader:	Q-PLAN INTERNATIONAL
Dissemination level:	SEN - Sensitive

## Document History

Version	Date	Modifications made by
0.1	20/11/2023	Draft version distributed for partners' input
0.1	8/12/2023	Input provided by partners
0.2	11/12/2023	Final version distributed for peer review by Q-PLAN
0.2	15/12/2023	Reviewed by UP-CATRIN and AUTH
1.0	20/12/2023	Final version available by Q-PLAN for submission

## Authors

Name(s)	Beneficiary
Alexandra Gkouma, Elli Roma Athanasiadou, Apostolos Tsolakis	Q-PLAN

In case you want any additional information, or you want to consult with the authors of this document, please send your inquiries to: [tsolakis@qplan-intl.gr](mailto:tsolakis@qplan-intl.gr)

## Quality Reviewers

First Name	Beneficiary
Aristeidis Bakandritsos, Lucie Hrabalikova	UP-CATRIN
Makis Angelakeris	AUTH

### Disclaimer

Funded by the European Union under GA no. 101120706. Views and opinions expressed are however those of the authors only and do not necessarily reflect those of the European Union or CNECT. Neither the European Union nor the granting authority can be held responsible for them.

© 2D-BioPAD Consortium, 2023 - 2027

Reproduction is authorised provided the source is acknowledged.

## Executive Summary

This document constitutes the first version of the 2D-BioPAD project's Dissemination and Communication Plan (DCP).

2D-BioPAD aims to introduce a fast and cost-effective, non-invasive, reliable, digitally and graphene-enabled Point-of-Care (PoC) In-Vitro Diagnostics (IVD) system for supporting the early diagnosis and progression monitoring of Alzheimer's Disease (AD) directly at primary healthcare settings. To achieve this, and tackle the scientific challenge, the technological and market gap of PoC IVD for AD, 2D-BioPAD leverages the unique properties of 2D materials, such as graphene and its derivatives. Towards that direction, 2D-BioPAD goes beyond the state-of-the-art of its 2D materials' pioneer consortium to deliver a graphene-based PoC IVD system that will (i) introduce a versatile surface chemistry that combines nano and DNA technologies towards improved biocompatibility, stability, as well as high sensitivity and specificity for enhanced (bio-)sensing; (ii) be able to reliably identify and quantify in real-time and simultaneously up to 5 AD biomarkers in blood samples effectively supporting healthcare professionals in early diagnosis; (iii) offer an easy to use and understand digital interface with key metrics and insights regarding the measured results; and (iv) employ Artificial Intelligence (AI) to improve the overall system implementation. The 2D-BioPAD system and its impact will be demonstrated in 3 clinical centres in Europe (Finland, Greece, and Germany) under two clinical pilot studies. In every step, and from the very beginning, 2D-BioPAD will go beyond current norms and involve a wide range of stakeholders, including healthcare professionals at the clinic, and led by industrial partners, to identify the essential safety and ethical-by-design principles and guidelines that can accelerate uptake at primary healthcare settings and maximise acceptance and impact to both physical and digital supply chains.

As an integral component of its dissemination and communication strategies, 2D-BioPAD actively seeks to establish synergies with relevant projects and initiatives. This strategic approach is designed to cultivate collaboration, facilitate knowledge exchange, promote the development and adoption of best practices, and engage in joint communication activities. Notably, 2D-BioPAD holds membership in the Graphene Flagship Initiative (GFI). The project dedicates special attention and concerted efforts towards collaboration with the GrapheneEU CSA project, as well as other activities towards contributing to the governance and overall coordination of the GFI.

The document describes the overall communication activities and awareness-raising, dissemination of project results, management of all relevant activities, and partners' responsibilities in this respect. It includes specific actions and activities that will be carried out by the 2D-BioPAD consortium members in order to ensure success and maximum publicity for the project and its results. With that said, this deliverable outlines:

1. **What to disseminate** – Chapter two is devoted to the basic project-related information that will be conveyed throughout the project;
2. **To whom** – Chapter three consists of the key stakeholder groups that will serve as the main audiences for the project's dissemination and communication activities;
3. **How** – Chapter four includes all the channels and tools that will be utilised by project partners in order to successfully implement the dissemination and communication activities;
4. **When** – Chapter five provides a time frame to ensure that the timing of the dissemination and communication activities is appropriate, during the lifespan of the project and beyond;

5. **Monitoring of the process** – Chapter six identifies the indicators to measure success in the dissemination and communication actions, enabling partners to refine efforts and actions over the course of the project.

The DCP will be updated in September 2025 (M24) and its final version will be available at the end of the project (M48). The updates will include results and metrics of the dissemination and communication activities by the time of reporting.

# Table of Contents

<b>EXECUTIVE SUMMARY</b> .....	<b>3</b>
<b>INTRODUCTION</b> .....	<b>8</b>
1.1 SCOPE OF THE DELIVERABLE.....	8
1.2 STRUCTURE OF THE DELIVERABLE .....	8
<b>2. DISSEMINATION ASSETS</b> .....	<b>9</b>
<b>3. TARGETED STAKEHOLDER GROUPS</b> .....	<b>10</b>
<b>4. 2D-BIOPAD MEMBER OF THE GRAPHENE FLAGSHIP INITIATIVE</b> .....	<b>11</b>
<b>5. CHANNELS AND TOOLS</b> .....	<b>12</b>
5.1 GRAPHICAL IDENTITY AND PROMOTIONAL MATERIAL .....	13
5.1.1 <i>Project logo</i> .....	14
5.1.2 <i>Project leaflet, poster, and infographic</i> .....	16
5.1.3 <i>Templates</i> .....	19
5.1.4 <i>Promotional video</i> .....	22
5.2 2D-BIOPAD'S DIGITAL PRESENCE.....	22
5.2.1 <i>2D-BioPAD's website</i> .....	22
5.2.2 <i>Social Media Accounts</i> .....	23
5.2.2.1 <i>LinkedIn</i> .....	23
5.2.2.2 <i>Twitter</i> .....	24
5.2.2.3 <i>Facebook</i> .....	24
5.2.2.4 <i>YouTube</i> .....	24
5.2.3 <i>Online newsletter and mailing list</i> .....	25
5.2.4 <i>Press releases and other publications</i> .....	25
5.3 2D-BIOPAD EVENTS .....	27
5.3.1 <i>Project events and workshops</i> .....	27
5.3.2 <i>External events</i> .....	28
5.3.3 <i>Final conference</i> .....	29
5.4 NETWORKING & JOINT ACTIVITIES WITH RELEVANT INITIATIVES.....	29
5.4.1 <i>2D-BioPAD and the GFI</i> .....	29
5.5 EU DISSEMINATION CHANNELS .....	30
<b>6. TIMELINE AND IMPLEMENTATION PLAN</b> .....	<b>30</b>
<b>7. KEY PERFORMANCE INDICATORS AND MONITORING</b> .....	<b>31</b>
<b>8. CONCLUSIONS</b> .....	<b>32</b>
<b>ANNEXES</b> .....	<b>33</b>
ANNEX I – 2D-BIOPAD DISSEMINATION AND COMMUNICATION GUIDELINES .....	33
ANNEX II – NEWS REPORTING FORM .....	34
ANNEX III – EXTERNAL ATTENDED & FUTURE EVENTS (DISSEMINATION AND COMMUNICATION REPORTING SHEET) .....	35
ANNEX IV – SYNERGY LIST.....	36
ANNEX V - DISSEMINATION AND COMMUNICATION REPORTING TEMPLATE.....	37
A) <i>Communication activities</i> .....	37
B) <i>Dissemination activities</i> .....	38
C) <i>Publications</i> .....	39

## List of Figures

Figure 2: 2D-BioPAD's project logo (coloured), 1st version .....	14
Figure 1: 2D-BioPAD's project logo, 1st version.....	14
Figure 3: 2D-BioPAD project logo, 2nd version.....	14
Figure 4: 2D-BioPAD project logo, 3rd version .....	14
Figure 5: 2D-BioPAD icon .....	15
Figure 6: The color palette of 2D-BioPAD .....	15
Figure 7: The EU flag and funding acknowledgement.....	15
Figure 8: 2D-BioPAD's leaflet (front side).....	16
Figure 9: 2D-BioPAD's leaflet (back side) .....	17
Figure 10: 2D-BioPAD's poster / Infographic .....	17
Figure 11: 2D-BioPAD's banner.....	18
Figure 12: The presentation template.....	19
Figure 13: 2D-BioPAD's deliverable template cover.....	20
Figure 14: 2D-BioPAD's letterhead .....	21
Figure 15: 2D-BioPAD's SMAs .....	24
Figure 16: 2D-BioPAD's 1st Press Release.....	26
Figure 17: The 1st press release published on other platforms .....	27
Figure 18: GFI synergy.....	30
Figure 19: 2D-BioPAD's timeline.....	30

## List of Tables

Table 1: Terms and Definitions .....	7
Table 2: 2D-BioPAD's main assets/results.....	9
Table 3: 2D-BioPAD's main target groups .....	10
Table 4: 2D-BioPAD's dissemination channels .....	12
Table 5: Key messages and tools used for 2D-BioPAD's targeted stakeholder groups .....	13
Table 6: 2D-BioPAD's SMAs.....	23
Table 7: Indicative Journals for dissemination of 2D-BioPAD's results.....	25
Table 8: 2D-BioPAD indicative events.....	28
Table 9: Consortium networks .....	29
Table 10: 2D-BioPAD's dissemination KPIs.....	31

## List of Terms and Definitions

**Table 1: Terms and Definitions**

Abbreviation	Definition
KPIs	Key Performance Indicators
SMAs	Social Media Accounts
HCPs	Healthcare Professionals
GFI	Graphene Flagship Initiative

# Introduction

## 1.1 Scope of the deliverable

This report, titled “D6.1 Dissemination and Communication Plan and Activities, Version 1”, aims to design the strategy, plan and activities to be implemented under the 2D-BioPAD project, with a view to maximising the project’s visibility and successfully convey its key messages and content to target audiences, identifying and employing the most suitable channels to spread them. Keeping that in mind, this deliverable outlines the approach to (i) effectively communicate the project and disseminate its results, (ii) guide the partners in designing, planning and implementing their individual dissemination activities and (iii) continuously monitor the efficiency and the timely planning of the actions. In this respect, the deliverable aims to:

- Describe the types of dissemination channels and tools to be utilised and the required actions and resources;
- Define responsibilities among partners;
- Summarise the internal monitoring, evaluating, and reporting of dissemination activities;
- Provide an indicative timetable/work planning of promotion activities during the project.

## 1.2 Structure of the deliverable

Taking the above into consideration, the “Dissemination and Communication Plan and Activities, Version 1” is structured as follows:

- **Chapter 1 – Introduction:** Provides introductory information with respect to the DCP
- **Chapter 2 – Dissemination assets:** Presents the main assets and information of the project during and beyond its span
- **Chapter 3 – Targeted stakeholder groups:** Presents the key stakeholder groups that will serve as the main audiences for the project’s dissemination and communication activities
- **Chapter 4 - 2D-BioPAD member of the Graphene Flagship Initiative:** Outlines the key collaborative activities with the Graphene Flagship Initiative (GFI)
- **Chapter 5 – Channels and tools:** Encompasses all the channels and tools that will be utilised for the dissemination and communication activities of the project, such as the project’s website, social media accounts (SMAs) etc.
- **Chapter 6 – Time plan:** Provides the timeframe for the communication and dissemination activities of the project partners
- **Chapter 7 – Key Performance Indicators (KPIs) and monitoring:** Identifies the indicators to measure success in the dissemination and communication actions, enabling partners to refine efforts over the course of the project
- **Chapter 8 – Conclusions:** Pertains to the main decisions and aspects of the Dissemination and Communication Plan as well as the way forward

The Annexes include the dedicated forms for the dissemination and communication activities lists (guidelines, news reporting form, and “Dissemination and Communication reporting template”) to facilitate collaboration within T6.1 and ensure useful resources for the project channels.



## 2. Dissemination assets

The assets that follow will be disseminated by all partners with a view to maximising the project’s impact and visibility. This information will be conveyed in a meaningful way and well-tailored to each stakeholder group (these groups will be further described in Chapter 3).

- **Vision, objectives, strategic relevance, and key facts:** The vision, aim and strategic objectives of the project will be widely disseminated along with all the conceptual aspects of the project, namely the whole project concept and its innovative characteristics.
- **News, achievements, and results:** During the project, news, achievements, and results will be published through press releases, on the project’s website or partners’ websites to inform stakeholders about the project and its contribution to circular bioeconomy.
- **Events held by the project or in which partners will participate to present their results:** The events organised by the project and their results, will be widely disseminated to attract targeted stakeholder groups along with events in which partners are participating.
- **Key project results and assets:** Key project assets, as depicted in the following Table 2, will be disseminated as widely as possible in order to stimulate the interest of prospective end-customers and nurture the ground for their post-project rollout.

**Table 2: 2D-BioPAD's main assets/results<sup>1</sup>**

2D-BioPAD’s main assets/results
2D-BioPAD system
<ul style="list-style-type: none"> <li>• Graphene-based platform</li> <li>• Electrochemical biosensing module</li> <li>• GFET biosensing module</li> <li>• Aptamers for AD protein biomarkers</li> <li>• MNPs as enablers and amplifiers</li> <li>• Advanced Microfluidics</li> </ul>
AI for material sciences design
Regulatory and Clinical Compliance
Research data and scientific publications
2D-BioPAD Business models for 2D-Materials for Medical Devices
Best Practises, Lessons Learnt, and Recommendations – Policy Briefs

<sup>1</sup> These are the 2D-BioPAD’s main assets/results as introduced in the DoA. They will be updated via activities foreseen in T6.2 Innovation management, exploitation, and sustainability.

### 3. Targeted stakeholder groups

The key stakeholder groups targeted via dissemination and communication activities of 2D-BioPAD are outlined in the following table:

**Table 3: 2D-BioPAD's main target groups**

Groups	
1. Industrial/commercial stakeholders	<ul style="list-style-type: none"> <li>• Technology Solutions and Services Providers who may develop their own applications based on 2DBioPAD's solutions or businesses that may serve as / collaborators (e.g., technology and s/w providers);</li> <li>• Industrial/commercial actors, medical device manufacturers who may develop their own solutions based on 2D-BioPAD's results;</li> <li>• Entrepreneurs and investors who may be inspired, complement, or be interested in the 2D-BioPAD technologies.</li> </ul>
2. Healthcare Professionals (HCPs)	<ul style="list-style-type: none"> <li>• HCPs that may serve as end-users/adopters of our solutions:</li> <li>• Clinicians, doctors, nurses in health care centers or hospitals engaging with neurodegenerative diseases such as AD; and under specific condition;</li> <li>• Professional caregivers that have undertaken the responsibility of taking care of AD patients.</li> </ul>
3. Patients and Informal Caregivers	<ul style="list-style-type: none"> <li>• People that have been diagnosed with MCI, or AD and are receiving treatment;</li> <li>• Informal carers (e.g., friends, family, etc.) and supporting groups (e.g., volunteers).</li> </ul>
4. Academia, Researchers, Initiatives and Projects	<ul style="list-style-type: none"> <li>• Academia, researchers, and experts focused on advancing the 2D-BioPAD cross-cutting scientific fields (e.g., Material Sciences, Medical Sciences, Medical Devices, etc.), including students for creating awareness for future generations of experts;</li> <li>• Related EU-funded projects/initiatives (e.g., sister projects and the GrapheneEU CSA project funded under DIGITAL-EMERGING-02-22) - emphasis will be given to the Graphene Flagship Initiative and its spearhead projects (see next section);</li> <li>• Networks/ associations around Material Sciences for biomedical applications (e.g., E-MRS, ENNA, NIA, etc.), as well international collaborations on AD (e.g., wwFINGERS).</li> </ul>
5. Governmental/policy stakeholders	<ul style="list-style-type: none"> <li>• National and EU regulators and policymakers (e.g., industry committees, ministries and regional councils, governmental healthcare departments etc);</li> <li>• Decision-makers in leading international, European, and national independent organisations, which can adopt our solutions (e.g., ADI, GFI, IHI, etc.);</li> <li>• EU Institutions and Agencies (e.g., the EC, European Science Foundation, MEPs).</li> </ul>
6. Other stakeholders	<ul style="list-style-type: none"> <li>• General public, Citizens, open platforms, and databases for sharing data, lessons learnt, best practices, etc.</li> </ul>

## 4. 2D-BioPAD member of the Graphene Flagship Initiative

Throughout the lifespan of the 2D-BioPAD project, efforts will be directed towards establishing collaborations and synergies with relevant projects, with a special focus on the GrapheneEU CSA project and contributions to the Graphene Flagship Initiative (GFI) governance, in line with T6.5 activities.

The key activities include:

- Collaboration with GrapheneEU WP1 (Coordination and Governance): Participation in the Coordination Board and Science and Technology Forum, contributing to common reporting, and formalizing interactions through a separate legal agreement.
- Collaboration with GrapheneEU WP2 (European and International Alignment): Supporting the integration of Associate Members and Partnering Projects, participating in the network of representatives, and fostering international collaborations.
- Collaboration with GrapheneEU WP3 (Dissemination): Representation in the Dissemination Working Group, contributing to a microsite (a dedicated page on the GFI website), and supporting joint events such as the Graphene Week conference (further details about this synergy described in Chapter 5.4).
- Collaboration with GrapheneEU WP4 (Industrialisation Support): Designating officers for roadmap development, standardisation coordination, and innovation support, with systematic communication of results to GrapheneEU. Participation in the process of establishing a co-programmed European Partnership on Innovative Materials (IM4EU).

Initial contact points from the 2D-BioPAD have been defined, and access has been provided to the entire consortium to the GF Onboard. Any changes to partner/individual selection for the above activities will be determined by the consortium, and participation may be physical or remote as needed.

To ensure effective collaboration specifically for dissemination and communication activities, 2D-BioPAD and GFI have already scheduled monthly meetings via MS TEAMS to actively contribute to ongoing activities, address challenges, and explore additional opportunities for collaboration. These meetings cover various aspects, fostering a comprehensive understanding between the two entities.



## 5. Channels and Tools

2D-BioPAD uses a blend of online and offline communication channels and activities with a view to maximising the project's visibility to its stakeholders. These channels and activities are presented in the list as follows:

- Graphical identity (logo, branded templates for reports and presentations)
- Promotional material (leaflet, poster, banner), videos, and newsletters
- Project website
- Project social media accounts on LinkedIn, Facebook, and Twitter (YouTube account expected to be launched in M6) and partner's social media accounts
- Participation in external events and conferences
- 2D-BioPAD events (workshops, webinars, and final conference)
- Synergies with relevant initiatives. 2D-BioPAD is a member of the Graphene Flagship Initiative (GFI) (further details about this synergy are described in Chapter 5.4).

The dissemination and communication assets of the project will be distributed through the above-mentioned channels and tools to all targeted groups. Q-PLAN has provided dedicated guidelines for the expected use of communication and dissemination channels to the consortium. These are listed in Annex I.

The following table lists key channels for dissemination to be used throughout the course of the project.

**Table 4: 2D-BioPAD's dissemination channels**

Channel	Description	Groups*
Scientific publications & conferences	2D-BioPAD's outputs, having high research interest and impact, will lead to high quality publications disseminated to top relevant journals and conferences. Our researchers are frequently invited to high-ranked scientific conferences	2,4,5
Exhibitions & trade fairs	2D-BioPAD partners retain access and will attend major 2D Material, Nano, Neurology, and Medical Device exhibitions and trade fairs to disseminate outcomes.	1,2,5
Project events & workshops	Co-design and validation workshops and a consortium conference will promote the exploitation of the project outcomes to all 2D-BioPAD stakeholders.	1,2,3,5,6
Consortium networks	2D-BioPAD partners have access to key stakeholder networks and will participate in networking activities to disseminate the project's outcomes.	1,2,3,4,5,6
Open Platforms & repositories	Open datasets will be uploaded to open repositories and platforms to promote research activities and excellence in Europe further.	1,2,4
Communication activities	2D-BioPAD's communication activities (video, newsletter, web portal, social media, synergies with other key projects, etc.) will communicate and disseminate key project results (see Section 2.2.1.3 for more details).	1,2,3,4,5,6

\*1=Industrial/commercial stakeholders; 2=HCPs; 3=Patients and informal Caregivers; 4=Academia, Researchers, Initiatives and Projects; 5=Governmental/policy stakeholders; 6=Other stakeholders

In addition, the following table summarises a preliminary set of the key messages addressed towards each targeted stakeholder group of 2D-BioPAD as well as the set of dissemination and communication tools of the project used to convey them.

**Table 5: Key messages and tools used for 2D-BioPAD's targeted stakeholder groups**

Target group	Tools and channels	Key messages
General public	Promotional material, video and newsletters; social media; web portal; trade fairs and exhibitions.	Economic and societal potential from using 2D materials in healthcare; New EU-funded research on cutting edge technologies and biosensing platforms.
Technology Providers	Publications & conferences; trade fairs & exhibitions; 2D-BioPAD events; Open platforms & repositories.	Opportunities to improve existing biosensing solutions and research practices; Open data available; New technologies tested and validated in real clinical setups.
Healthcare Professionals & patients	2D-BioPAD events; Trade fairs & exhibitions; Synergies with other projects; Social media; Web portal.	Benefits of new digital diagnostic tools in everyday health practices; Open data, educational material, and diagnostic device available for AD; Enhance clinical decision making through data integration and analytics. Opportunities for networking among AD related institutions.
Academia & researchers	Publications & conferences; Open platforms & repositories; Synergies with other projects.	Opportunities to improve research capacity; Research outcomes and their importance for improving the state-of-the-art in 2D materials for biomedical applications.
Policy-makers & regulators	2D-BioPAD events; External events; Personal contacts.	Socio-economic and environmental benefits of point-of-care devices for AD; Ethical (including data protection and privacy), performance, and safety concerns that need to be regulated.

## 5.1 Graphical identity and promotional material

The design and creation of the project's graphical identity (i.e., logo, templates, etc.) aim to ensure consistency in the project communication and promotional material throughout its duration. Promotional material will be mainly used at project workshops, webinars and external events where 2D-BioPAD partners participate. It will be used, also, in the everyday publicity of the project. Moreover, press releases (on ad hoc basis), newsletters (on a bi-annual basis), leaflets, posters and infographics will stress and demonstrate with evidence the benefits of 2D-BioPAD, providing incentives for the involvement of different stakeholder groups in project activities, as well as foster their exploitation and uptake beyond the end of the grant.

Keeping that in mind, the main promotional material of the 2D-BioPAD project is described in the following sub-sections. Each partner will be responsible for translations (if considered necessary) and printing of the

material according to its specific needs. Partners should always consult and request approval from the Dissemination Manager/T6.1 Leader Q-PLAN before producing any kind of promotional material.

### 5.1.1 Project logo

The 2D-BioPAD project logo was developed on the eve of the project (M1) to meet the visual and graphic requirements of the project. To ensure that the identity of the 2D-BioPAD project is aligned with the GFI identity, the 2D-BioPAD logo was designed taking into consideration the GF brand (colours, shapes, etc.). During the 2D-BioPAD kick-off meeting, various logo options were presented to the project partners in order to allow them to express their preferences and select their favourite design. The selected logo of 2D-BioPAD was adopted in agreement with the majority of partners. It is a combination mark which means that it is comprised of a combined wordmark and a distinctive pictorial/icon mark presented in Figures 1, 2, and 3.



Figure 2: 2D-BioPAD's project logo, 1st version



Figure 1: 2D-BioPAD's project logo (coloured), 1st version



Figure 3: 2D-BioPAD project logo, 2nd version



2D BioPAD

Figure 4: 2D-BioPAD project logo, 3rd version

The project's logo is a combination mark which means that it is comprised of a combined wordmark and a distinctive pictorial/icon mark. The icon and text are integrated together to create an image.

The logo design for this project is primarily centred around a font-based approach, emphasizing the project's acronym. Given the inherently memorable nature of the project's name, the strategic use of robust typography serves to enhance brand recognition significantly. The deliberate choice of a modern font aligns with the project's essence, effectively conveying its contemporary and forward-thinking attributes. This design approach underscores the project's commitment to creating a visually impactful and memorable brand identity.

The icon of the logo, as presented in Figure 4, encapsulates a hexagonal shape, symbolising the molecular structure of graphene, a key thematic element of the project. Within this hexagon, a meticulously crafted representation of a blood droplet is featured, serving as a poignant visual metaphor for the diagnostic methodology employed in detecting Alzheimer's disease. This carefully chosen iconography not only aligns with the project's emphasis on graphene but also eloquently communicates the core purpose of the initiative — the innovative and medically relevant approach to Alzheimer's detection through blood testing. The symbiotic integration of these elements in the icon contributes to a distinctive and meaningful visual representation of the project's mission.



Figure 5: 2D-BioPAD icon

The logo colours are used in all possible circumstances to ensure consistency and to reinforce the visual identity of 2D-BioPAD. The chosen color palette seamlessly integrates various shades of blue, not only inspired by GFI's branding, establishing a connection between the two entities, but also to embody the essence of the healthcare sector. Blue, a color universally recognised for its attributes of trust, cleanliness, calmness, and professionalism, has been thoughtfully employed to convey a sense of reliability and expertise within the visual identity. The color palette used for the project is illustrated in Figure 5.

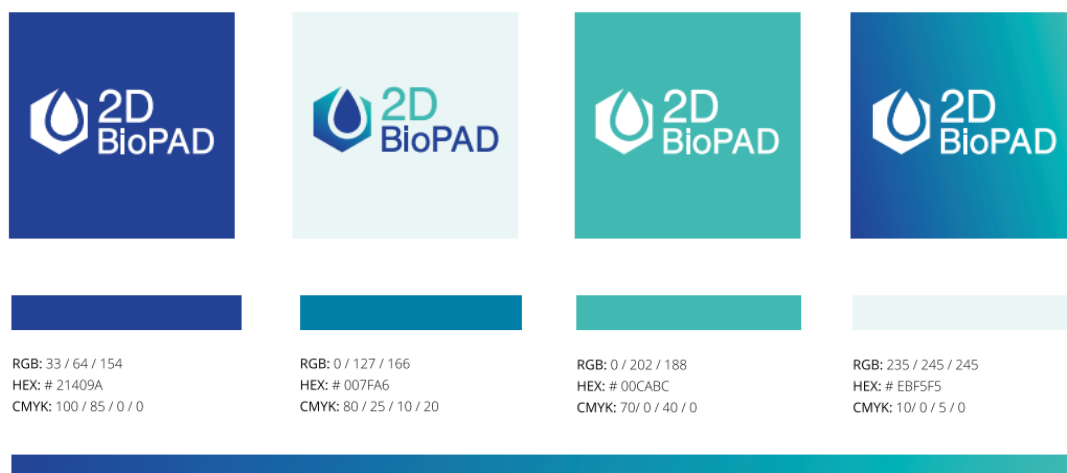


Figure 6: The color palette of 2D-BioPAD

In any communication material, deliverable, presentation, etc., produced within the scope of the 2D-BioPAD project, the EU flag and funding acknowledgement, as depicted in Figure 6, must be prominently displayed.



Figure 7: The EU flag and funding acknowledgement

In compliance with the EU requirements on dissemination of results, as set in Grant Agreement number 101120706, Article 17, any dissemination of results (in any form, including electronic), must display the EU emblem with appropriate prominence and also include the following disclaimer:

Funded by the European Union under GA no. 101120706. Views and opinions expressed are however those of the authors only and do not necessarily reflect those of the European Union or CNECT. Neither the European Union nor the granting authority can be held responsible for them.

### 5.1.2 Project leaflet, poster, and infographic

The project leaflet, poster, and infographic illustrated in Figures 7-10 serve as pivotal components within the framework of communication activities, disseminating crucial project information encompassing its aims, objectives, partners, and other pertinent details. These foundational materials were created by December 2023 (M3).

In addition to the overarching project leaflet, poster, and infographic, additional promotional materials will be developed to bolster 2D-BioPAD events throughout the project duration, in accordance with the needs of the respective partners. This adaptive approach ensures responsiveness to the specific requirements articulated by individual partners, thereby enhancing the efficacy of communication initiatives associated with the project.



Figure 8: 2D-BioPAD's leaflet (front side)





Figure 9: 2D-BioPAD's leaflet (back side)



Figure 10: 2D-BioPAD's poster / Infographic



Figure 11: 2D-BioPAD's banner

### 5.1.3 Templates

Templates have been created for the consortium partners to be able to produce their deliverables and presentations. Branded templates are designed to give slide presentations a consistent appearance and ensure uniformity. The branded templates enhance audience brand recognition and are memorable. 2D-BioPAD's presentations include the logo, brand colors, fonts, and brand elements from the project's visual identity. In particular, templates for the project's deliverables and partners' presentations have been created and are available to project partners. In addition to the above templates, a 2D-BioPAD letterhead has been developed, which is useful for various communication activities, such as invitations to events.

The following templates have been prepared for the 2D-BioPAD project:

- 2D-BioPAD presentation template;
- Project deliverables and reports template;
- Project letterhead.

The templates are shown below in Figures 11-13:

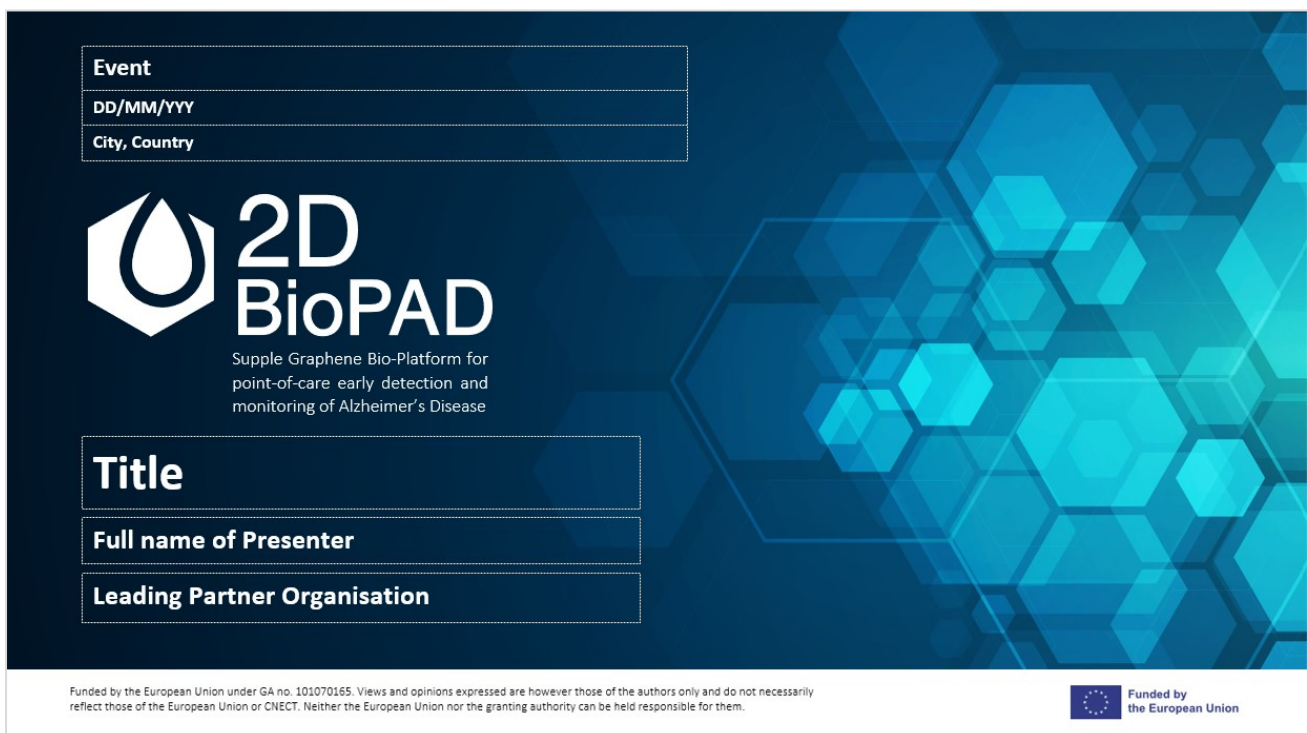


Figure 12: The presentation template

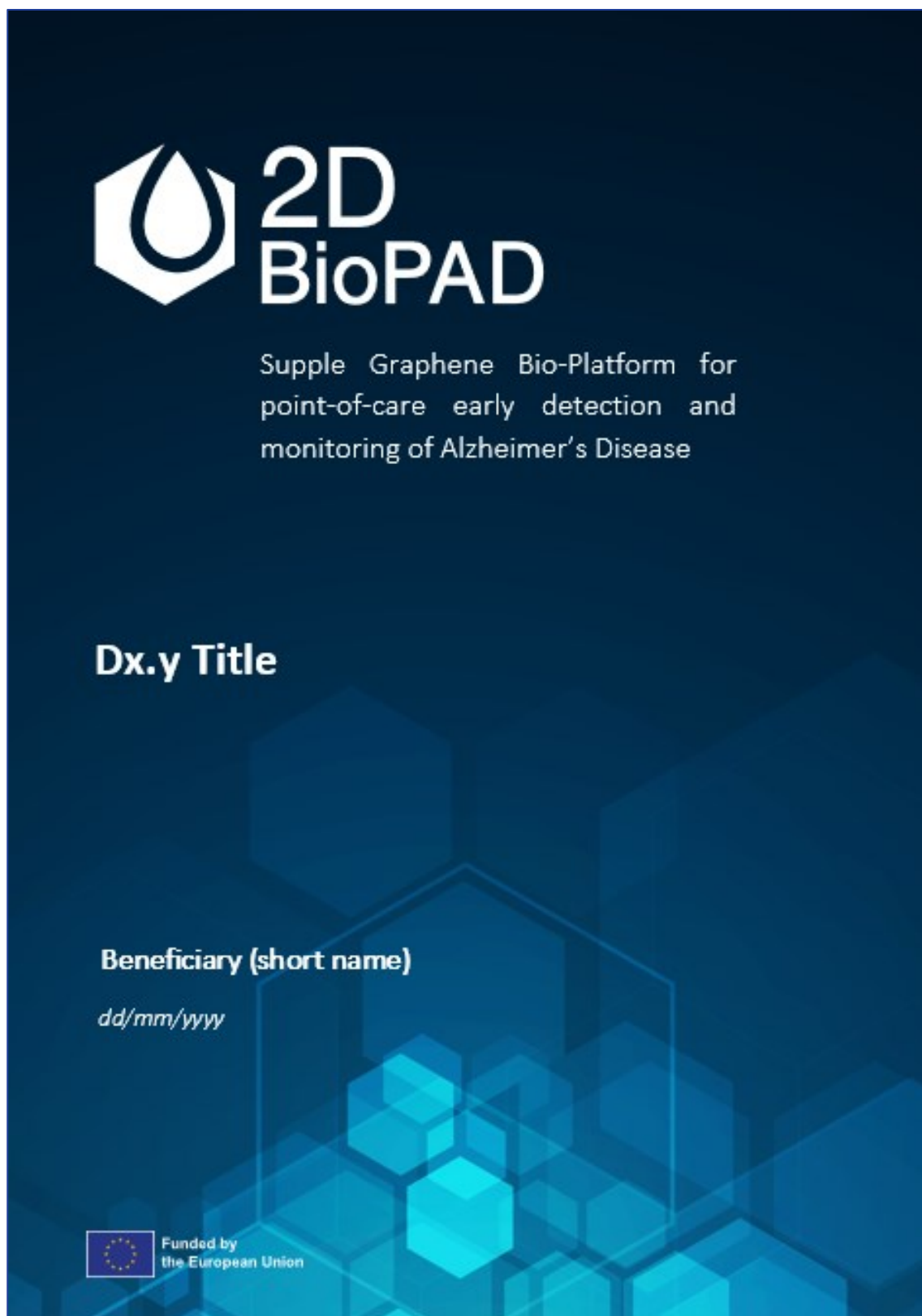


Figure 13: 2D-BioPAD's deliverable template cover



Figure 14: 2D-BioPAD's letterhead

#### 5.1.4 Promotional video

A promotional video of approximately two (2) minutes will be produced to effectively reinforce the project's communication activities. The preparation of the video is the responsibility of Q-PLAN. The video will provide an overview of the project that includes vital information. The video is a great way to highlight the mission and the vision of the project. It will be uploaded to 2D-BioPAD's YouTube channel which will be set-up as soon as the video is finalised.

## 5.2 2D-BioPAD's digital presence

### 5.2.1 2D-BioPAD's website

The project's official website will be accessible online by M4 (January, 2024), catering to users on all devices without any limitations or restrictions.

The website's URL will be established as <https://www.2d-biopad.eu/>, providing a centralised platform for information dissemination and engagement. Users will be able to access the portal seamlessly, fostering an inclusive and user-friendly experience.

For any inquiries or further information, we will encourage individuals to reach out to us via the designated contact email: [info@2d-biopad.eu](mailto:info@2d-biopad.eu).

It will constitute the main gateway to 2D-BioPAD activities, publications, news and events. Specifically, it will contain information about the project's concept and objectives, the consortium, the case studies the relevant initiatives, as well as project news. Links to social media accounts of the project and to project partner's webpages but also relevant initiatives will also be included. In addition, it will be equipped with an online newsletter subscription for visitors/users.

As the project evolves, the website will be further enriched with all public deliverables and promotional material. The news section of 2D-BioPAD's website will be updated regularly, whenever an action/activity is taken. All partners are expected to contribute with news items. For this reason, a report form has been sent to the consortium in order to be filled out in detail with news. This form can be found in Annex II.

Site visits, statistics and other information on visitors' views (e.g., number of pages per visit, time on site, most viewed pages, etc.) will be measured using Google Analytics 4, to which the website is registered since the first day of its operation.

Q-PLAN is responsible for the design, operation, and update of the project's website. The project website will be mentioned in all publicity material generated by the project consortium. At the end of the project, the website should reach 5,000 unique visitors per year. Taking this into consideration, the website will be monitored periodically to assess whether the project is on the right path or if increased efforts are needed.



A simplified version of the 2D-BioPAD website will also be created under the Graphene Flagship official website, leveraging the “micro-site” option offered towards maximizing feasibility and strengthening collaboration (see also Section 5.4.1 for more information).

### 5.2.2 Social Media Accounts

In today’s society, the use of social media has become a necessary daily activity, therefore the project’s social media accounts (SMAs) are among the main pillars of promoting project’s news, events and activities. 2D-BioPAD utilises social media accounts on LinkedIn, Facebook, and Twitter (YouTube expected to be launched in M6). The above-mentioned accounts, except YouTube, have been launched in M1 (October 2023). If any needs arise, other social media may be used in the future. Table 6 contains URL links to the existing social media accounts of 2D-BioPAD.

**Table 6: 2D-BioPAD's SMAs**

Social media platform	Account name	URL
LinkedIn	2D-BioPAD	<a href="https://www.linkedin.com/company/2d-biopad-project">https://www.linkedin.com/company/2d-biopad-project</a>
Facebook		<a href="https://www.facebook.com/profile.php?id=61552425298802">https://www.facebook.com/profile.php?id=61552425298802</a>
Twitter		<a href="https://twitter.com/2D_BioPAD">https://twitter.com/2D_BioPAD</a>

The project’s social media will be continuously updated in English with news about the project’s activities and results, events, scientific news, and updates from several organisations/associations that promote nanomaterials, graphene in the healthcare sector, as well as news from related EU projects, etc. The frequency of social media posts will depend on the availability of news about the activities and results of the project.

In addition, hashtags are used on the project’s posts to help stakeholders easily find them and encourage interaction. The hashtags used on the project’s social media accounts are:

- #2dbiopadproject
- #horizoneurope
- #alzheimerdisease
- #innovation
- #graphene
- #nanomaterials
- #grapheneflagship

Q-PLAN is responsible for the administration of 2D-BioPAD’s social media accounts. All partners are requested to follow the social media accounts, disseminate the posts through their own networks, as well as to publish posts and news about the project regularly, through the social media of their organisation

#### 5.2.2.1 LinkedIn

LinkedIn constitutes a significant networking tool for professionals, offers a more institutional approach and has therefore been selected as a core social media channel. The project’s [LinkedIn page](#) was set up in M1 (October 2023) and it focuses on presenting the project, its objectives and results. All partners are responsible for timely updating and sharing their inputs to ensure their activities are duly promoted.

### 5.2.2.2 Twitter

A **Twitter account** was also launched in M1 aiming to build engagement with stakeholders and other European projects through the exchange of quick, frequent messages. Twitter is known for communicating via short messages. That helps project stakeholders understand, quickly and easily, what 2D-BioPAD is and what it does. In addition, Twitter can be used as a promotional tool for the project's events and workshops as it can create a buzz around the activity in a short period of time.

### 5.2.2.3 Facebook

A **Facebook account** was also created in M1 with the aim of building a strong community in various ways such as posting useful, relevant and interesting links. Facebook provides a fast, free connection to significant number of stakeholders, so it gives the 2D-BioPAD project an opportunity to share news and results. Like all 2D-BioPAD social media accounts, the project's Facebook page will be regularly updated either with posts related to the project or other related projects and initiatives.

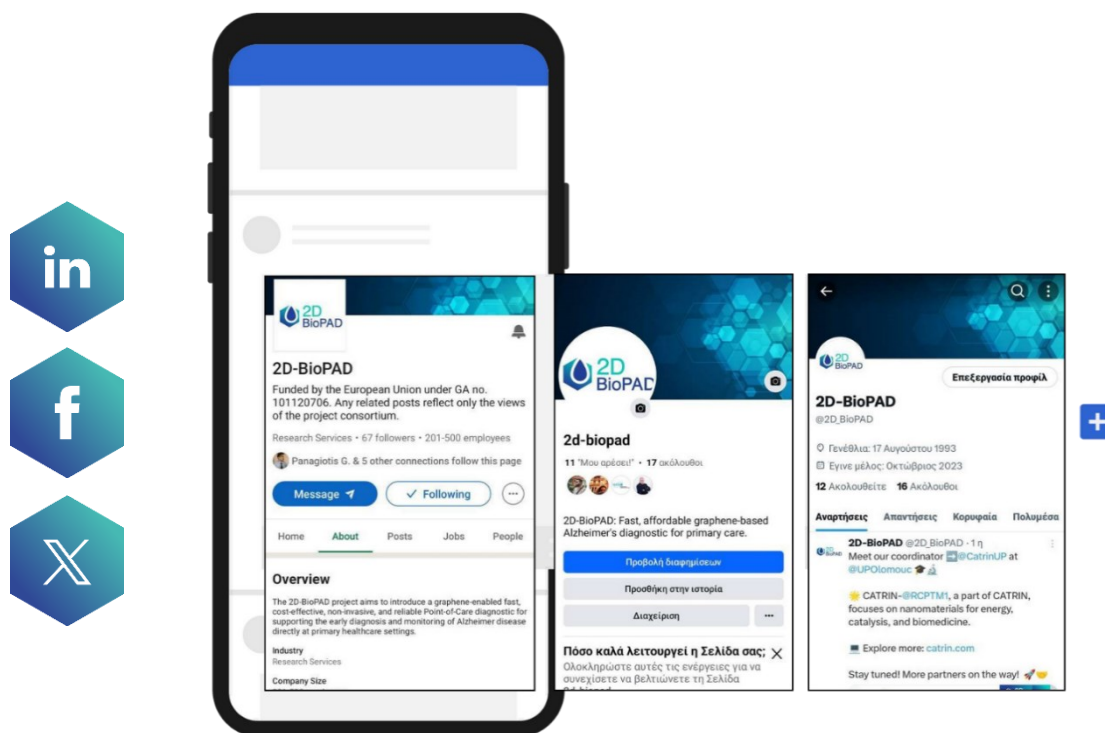


Figure 15: 2D-BioPAD's SMAs

### 5.2.2.4 YouTube

Finally, the 2D-BioPAD YouTube channel will be established in Month 6, coinciding with the completion of the animated communication video outlined in section 5.1.4 (Promotional video). This channel is chosen to consolidate project videos in a singular, easily accessible location. The primary objective behind creating the YouTube channel is to disseminate promotional videos, leveraging the platform to expose the project to a broader audience.





### 5.2.3 Online newsletter and mailing list

An online newsletter will be prepared and distributed through MailChimp, presenting among others the achieved results, upcoming activities and events, news from similar initiatives and news in the relevant scientific fields. The frequency of newsletter issues will depend on the amount and importance of news to be presented, with the target to produce a newsletter at least every 6 months, however additional ad-hoc newsletters may be added if deemed necessary.

The initial recipients' list will be created and administered by Q-PLAN. The list will be continuously updated during the project, therefore everyone who is interested will be able to subscribe to the recipients' list by registering on the newsletter section of the project's website or unsubscribe, according to GDPR rules. The recipients' list may also be used for the dissemination of other news and announcements related to the project activities.

The newsletter issues will be prepared by Q-PLAN, with the contribution of all partners regarding the content. The content of each issue will be decided and agreed among the consortium members. Partners are also required to disseminate the newsletter issues through their own channels.

### 5.2.4 Press releases and other publications

During the project, at least four (4) and twelve (12) scientific publications are expected to be published in international journals and conferences, respectively. Publications in impactful peer-reviewed scientific journals is one of the project's key channels for dissemination. 2D-BioPAD will disseminate the research and experimental results via scientific articles and conference presentations. The beneficiaries must ensure open access to peer-reviewed scientific publications relating to their results.

In addition, all authors are responsible for identifying any publishing opportunities and for carrying out all necessary actions to ensure the publications of project news and results. Each partner will make effort to produce publications in the highest quality, which not only reflects on the consortium's reputation but also on the 2D-BioPAD project. All publications must cite or/and refer to the EU contribution and project grant agreement number, as required in Article 17 of Grant Agreement No. 101120706.

An indicative list of journals that can be used under the context of the project is given by the following table:

**Table 7: Indicative Journals for dissemination of 2D-BioPAD's results**

Title	Impact factor	Title	Impact factor
Advanced Functional Materials	19.924	ACS Nano	18.027
Alzheimer's Dementia	16.655	Biosensors and Bioelectronics	12.545
Aging and Disease	9.968	Neurology	9.901
Biomarker Research	8.633	Nanoscale	8.307
Analytical Chemistry	8.008	Alzheimer's Research and Therapy	6.116
Neurobiology of Aging	5.133	Frontiers in Neuroscience	5.152
Journal of Alzheimer Disease	4.160	Open Research Europe	-
Bioinformatics	5.8	Advances in Biomarker Sciences and Technology	-
BMJ Innovations	2	Digital Health	3.9
Medical Devices: Evidence and Research	1.3	Expert Review of Medical Devices	3.1

Title	Impact factor	Title	Impact factor
Biomarker Insights	3.8	Therapeutic Innovation & Regulatory Science	1.5

During M1 (October 2023), the 2D-BioPAD project first press release was issued and generated by Q-PLAN. It communicated the 2D-BioPAD kick-off meeting hosted at the prestigious Center for Interdisciplinary Research and Innovation (CIRI) of the Aristotle University of Thessaloniki. The kick-off meeting saw all project partners converge to discuss their roles, responsibilities, and aspirations for the successful realization of the project's specific objectives. The press release was shared with the consortium for further distribution.

With the support from the GF, that published the press release on the [official website](#), the press release has successfully reached a wider audience, with notable platforms being the “[Printed Electronics NOW](#)” and “[StatNano](#)”. This strategic dissemination aims to broaden the project's exposure, ensuring that it reaches a diverse and extensive audience.


October 13, 2023

PRESS RELEASE

2D-BioPAD: A new Horizon Europe project kicked off!

We are thrilled to announce the official start of the 2D-BioPAD, a pioneering project funded by the European Union, under Grant Agreement No.101120706. With a nearly €6 million budget, this Horizon Europe Research and Innovation Action officially commenced in October 2023 and will last 48 months.

The project's kick-off meeting took place from October 10th to 11th, 2023, in Thessaloniki, Greece, hosted at the prestigious [Center for Interdisciplinary Research and Innovation \(CIRI\)](#) of the [Aristotle University of Thessaloniki](#). The kick-off meeting saw all project partners converge to discuss their roles, responsibilities, and aspirations for the successful realization of the project's specific objectives.

2D-BioPAD is developing a fast, reliable, cost-effective and digitally enabled Point-of-Care (PoC) In-Vitro Diagnostic (IVD) system for early Alzheimer's Disease (AD) detection. The 2D-BioPAD system employs cutting-edge 2D materials (i.e., graphene), nanomaterials and aptamers, to enhance biocompatibility, sensitivity, and specificity for simultaneously detecting up to 5 AD biomarkers in blood. The device will be accompanied by a user-friendly mobile app that will give real-time access to quantified results to healthcare professionals in primary healthcare settings. Along the way, Artificial Intelligence (AI) will be used for optimising the design and implementation of the 2D-BioPAD system.

Two clinical pilot studies will be conducted in three European clinical centres, in Germany, Greece and Finland, offering the necessary evidence for technical and clinical validation. Regulatory and Ethical considerations will be included in the 2D-BioPAD's design to allow for faster and widespread adoption.

The 2D-BioPAD consortium, under the leadership of [CATRIN-RCPTM](#) at Palacky University Olomouc, is composed of 11 partners across 8 European countries: Czechia, Denmark, Finland, France, Germany, Greece, Ireland, and Spain. The consortium members include: [Palacky University Olomouc \(UP\)](#), [Q-Plan International](#), [Catalan Institute of Science and Nanotechnology \(ICN2\)](#), [Graph Heal](#), [Aristotle University of Thessaloniki \(AUTH\)](#), [Novatech](#), [University of Eastern Finland \(UEF\)](#), [Greek Association of Alzheimer's Disease and Related Disorders \(GAADR\)](#), [Envis](#), [Central Institute of Mental Health in Mannheim \(ZI\)](#), and [UNIVERSITY COLLEGE DUBLIN/NATIONAL UNIVERSITY OF IRELAND \(NUID UCD - CeADAR\)](#).

*"The 2D-BioPAD project has officially kicked off! Our project aims to introduce a graphene-enabled fast, cost-effective, non-invasive, and reliable Point-of-Care diagnostic for supporting the early diagnosis and monitoring of AD directly in primary healthcare settings."*

said Aristeidis Bakandritsos, the project coordinator from UP.



Being one of the core governing members of the [Graphene Flagship Initiative](#), 2D-BioPAD is part of a large network of academic and industrial stakeholders, contributing to the advancement of Europe's strategic autonomy in technologies that rely on graphene and other 2D materials.



Member of the:



Funded by the European Union under GA no. 101120706. Views and opinions expressed are however those of the authors only and do not necessarily reflect those of the European Union or CNECT. Neither the European Union nor the granting authority can be held responsible for them.



Funded by the European Union

Figure 16: 2D-BioPAD's 1st Press Release

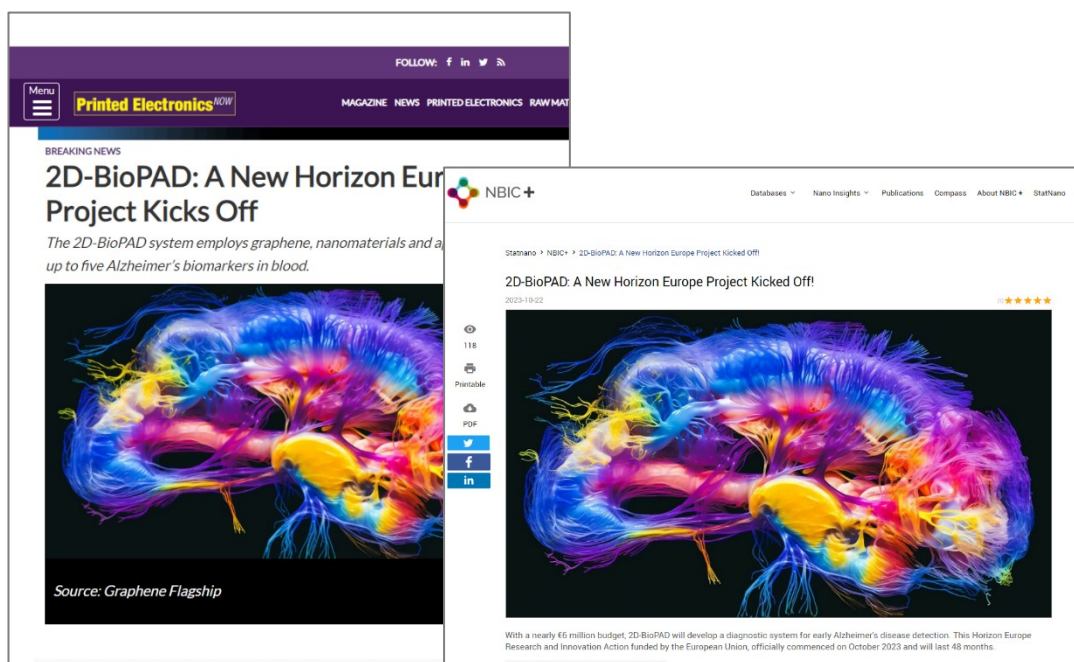


Figure 17: The 1st press release published on other platforms

## 5.3 2D-BioPAD events

### 5.3.1 Project events and workshops

The 2D-BioPAD project is set to embark on a series of meticulously planned events, serving as powerful communication tools to disseminate information about the project's services and outcomes. These events, ranging from co-design workshops to joint sessions with stakeholders, underscore the project's dedication to inclusive co-design processes.

Specific workshops with policymakers and regulatory bodies have been designed to navigate policy challenges and strategically align the project's clinical strategy. The iterative co-design process involves interdisciplinary teams and technical focus groups, demonstrating a commitment to refining the 2D-BioPAD device through knowledge consolidation and feedback loops.

The project will also contribute to the annual Graphene Week conference and collaborate on joint events, adding to a central GFI events calendar with 2D-BioPAD workshops and exhibitions (further details about this synergy described in Chapter 5.4).

Recognising the need for flexibility, the project acknowledges the potential incorporation of virtual solutions in the execution of extensive clinical activities and workshops.

With a target of at least six (6) organised workshops and events, the project aims to foster transparent communication, continuous improvement, and the ultimate success of its innovative endeavors. Notably, the final achievements will be unveiled during the conclusive conference workshop scheduled for M48, providing a comprehensive overview of the project's outcomes and advancements

### 5.3.2 External events

Partners will participate in several external conferences and events of great interest to project's target stakeholders to keep in touch with them, exchange knowledge, and communicate the project value propositions and results. In addition, the targeted events, both scientific and business, will relate to the knowledge fields of the project, the sectors it covers as well as the interests of the project's primary stakeholders. The goal is to keep in touch with the latest advances in research and industry across Europe, share knowledge with respective communities, and establish contacts and interactions with key stakeholders, while at the same time communicating the results of the project. External events in which partners will participate include, among others, business events, exhibitions, scientific events and conferences. Partners should follow the guidelines below:

- If a partner is presenting, the general project presentation should be used with any modifications necessary to this file, keeping the same template unless the event considers mandatory to use event's own template;
- During the event, it is important to disseminate the project's promotional material (leaflets, posters, etc.);
- A number of photos must be taken;
- The partner is requested to update the dissemination and communication Manager about the participation in the event and to share the photos taken, not later than ten days after the event;
- All partners are requested to fill in the tab located in the 'Dissemination and Communication reporting' file concerning their participation in external events. Submission is required no later than three weeks after the event. The table can be found in Annex III;

In the table below, an indicative list of external events relevant to 2D-BioPAD is provided.

**Table 8: 2D-BioPAD indicative events**

Indicative events for the dissemination of the project's outcomes	
AAIC, AEC, ICHTADC & ICAAD	The International Conferences of Alzheimer's Association (AAIC), Alzheimer Europe Conference (AEC), Healthcare Technologies for AD Care (ICHTADC) and the Advances in AD (ICAAD) are advancing international dementia science and help scientists/researchers share the most recent innovations and solutions regarding AD.
MRS & ISE Conferences	The Materials Research Society (MRS) and International Electrochemical Society (ISE) are leading international organisations with well-established conferences and events that offer substantial promotion in materials and electrochemistry research and innovation.
Graphene Week conference	The largest European Conference and Exhibition in Graphene and 2D Materials, being a reference point for the graphene and 2D materials community worldwide.
Biosensor events	The European Biosensor Symposium, the Bio-Europe Spring, the Bio-Japan, and BioFIT are some of the most well-known international events on biosensors and biosensing technologies.

It is worth mentioning that 2D-BioPAD will actively participate as co-organiser to the Graphene Week 2024, acting as one of the Graphene Flagship projects that will organise the event for 2024, which will be held in Prague, Czechia. In fact, the 2D-BioPAD coordinator, Dr. Aristeidis Bakandritsos, will be the co-chair of the entire conference, whereas key experts from the consortium will chair/moderate several other sessions during the Graphene Week.

### 5.3.3 Final conference

A final conference will be (co-)organised near the end of 2D-BioPAD by Q-PLAN with the support of all partners to spread the accumulated knowledge and present the final achievements to scientists, industry, policymakers and generally to all interested parties, as well as to promote their uptake across Europe. To optimise the event's reach and impact, concerted efforts will be made to arrange it as a satellite event within the framework of a prominent international event.

There are considerations for the Final Conference to coincide with Graphene Week 2027, contingent upon both events occurring within the same timeframe.

## 5.4 Networking & joint activities with relevant initiatives

The 2D-BioPAD project aims to establish synergies with key networks and initiatives, including ADI, GFI, IHI, active Horizon 2020 and Horizon Europe projects, and projects funded under other EU programmes. Q-PLAN, with the support of all partners, will create communication pathways with those projects for collaboration, knowledge exchange, and joint activities. A special focus will be placed on collaboration with the GrapheneEU CSA project and contributing to the governance of the GFI.

**Table 9: Consortium networks**

Consortium networks for dissemination and exploitation results	
Alzheimer Europe	European Biosensors
European Brain Council	World-Wide FINGERS
Neuropsychiatric International Consortium	Network of Neuroscience and Neurorehabilitation
Frontotemporal Dementia	
European Patients' Forum	European Society for person-centred healthcare
Alzheimer Disease International	European Biosensors
European Alzheimer Disease Consortium	Network of Centres of Excellence for AD research and care

Q-PLAN, serving as the Task Leader, has created a synergy list, a copy of which is available in Annex IV. Throughout the 2D-BioPAD project lifespan, this list will be enriched even further, and the revised version will be part of the next report. Emphasizing collaborative activities, as outlined in the "Dissemination and Communication Plan", is vital for unlocking the full potential of the 2D-BioPAD project. In this respect, the consortium should remain vigilant, actively seeking new collaborations and joint actions to ensure the project's success.

To date, the consortium has already initiated preliminary discussions with several organisations, such as Alzheimer Europe, the European Brain Council, the European Alzheimer Disease Consortium, and related or relevant projects and initiatives, to introduce 2D-BioPAD, establish synergies and discuss future collaboration. Special focus was given to the sister project MUNASET (funded under the same topic as well as member of the GFI).

### 5.4.1 2D-BioPAD and the GFI

As detailed in Chapter 4, 2D-BioPAD will be substantially concentrated on the collaborative efforts within the GrapheneEU CSA project. This strategic focus aims to foster a synergistic partnership, facilitating enhanced communication, resource sharing, and collaborative initiatives between the GFI and the 2D-BioPAD project.

To fortify and streamline this collaboration, the GFI will develop a dedicated webpage for the project on its website (microsite), ensuring sustained operation beyond the project's conclusion. This platform will function as a central hub for efficient communication, facilitating the exchange of project updates, resources, and collaborative initiatives between the two entities.

In the realm of online communication, 2D-BioPAD will tag GFI on its posts thereby promoting coherence in communication and enhancing visibility and information retrieval for stakeholders involved. Furthermore, 2D-BioPAD will explicitly declare its membership in the Graphene Flagship Initiative in all relevant communications. This strategic emphasis on interconnectedness will underscore the mutual support and shared objectives between the GFI and 2D-BioPAD.

A significant milestone in strengthening collaboration is the appointment of the 2D-BioPAD project coordinator as co-chair at the Graphene Week Conference in 2024. This role highlights joint leadership between the Graphene Flagship Initiative (GFI) and 2D-BioPAD, demonstrating a mutual dedication to advancing graphene research in the broader scientific community.

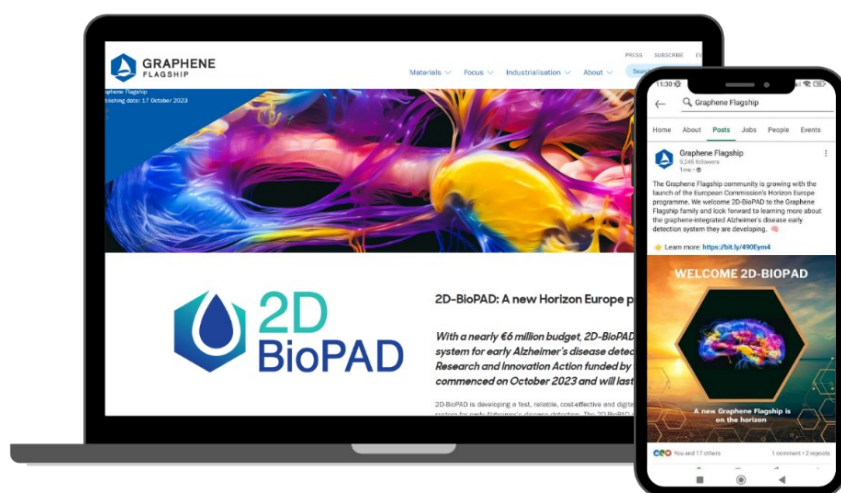


Figure 18: GFI synergy

## 5.5 EU Dissemination channels

A tentative list of EU dissemination channels that may be utilised by 2D-BioPAD throughout its duration is provided below:

- **CORDIS** is the EC primary source of results from projects funded by the EU's framework programmes for R&I.
- The **Horizon Results Booster** addresses projects eager to go beyond their dissemination and exploitation obligations under Horizon funding schemes.
- **Horizon Results** is a repository of Key Exploitable Results of EU-funded research and innovation projects.
- **Open Research Europe** is an open access publishing platform that beneficiaries can use to publish any research results coming from R&I funded programmes, and it is in line with the EU's open science policy.
- **Horizon Dashboard** is an interactive knowledge platform where statistics and data on EU Research and Innovation programmes can be extracted

## 6. Timeline and implementation plan

In Figure 18, an action plan of 2D-BioPAD’s dissemination and communication activities is presented, spanning the whole duration of the project.

Activity	Responsible Partner	Related WP	2023		2024				2025				2026				2027			
			October-November	December	January-February-March	April-May	June-July	August-September	October-November	December	January-February-March	April-May	June-July	August-September	October-November	December	January-February-March	April-May	June-July	August-September
			<b>Development of promotional material</b>																	
Logo	Q-Plan	WP6																		
Templates (report, presentation and letterhead)		All WPs																		
Leaflet, poster, and infographic		WP6																		
Promotional video		WP6																		
			<b>Website</b>																	
Development and operation of project’s website	Q-Plan	WP6																		
Publicity through project’s website	All partners	All WPs																		
Publicity through partners’ website	All partners	All WPs																		
			<b>Social media networks</b>																	
Creation of social media accounts (Facebook, Twitter and LinkedIn)	Q-Plan	WP6																		
Creation of social media accounts (YouTube)	Q-Plan	WP6																		
Publicity through projects’ social media	All partners	All WPs																		
Publicity through partners’ social media	All partners	All WPs																		
Publicity through project YouTube channel	Q-Plan	WP6																		
			<b>Digital presence</b>																	
Recipients list creation and update	Q-Plan	WP6																		
E-newsletter	Q-Plan	WP6																		
			<b>Publications</b>																	
Non – scientific (press releases)	All partners	WP6																		
Scientific publications and conference papers	All partners	WP6																		
			<b>External events</b>																	
Exhibitions, business events, information days etc.	All partners	WP6																		
Scientific events, conferences etc.	All partners	WP6																		
			<b>Project workshops</b>																	
Workshops and webinars	All partners	All WPs																		
			<b>Final Conference</b>																	
Final conference	Q-PLAN	All WPs																		
			<b>Synergies with related projects/initiatives</b>																	
Synergies with GFI	Q-Plan, all partners	WP6																		
Synergies with related projects/initiatives	Q-Plan, all partners	WP6																		

Figure 19: 2D-BioPAD’s timeline

## 7. Key Performance Indicators and monitoring

To measure the success of 2D-BioPAD’s dissemination and communication strategy, the following KPIs will be employed, and all dissemination activities will be monitored with their results being compared to the KPIs so as to assess whether 2D-BioPAD is on the right path or if increased efforts need to take place.

**Table 10: 2D-BioPAD’s dissemination KPIs**

Indicator	Target (impact)
Project workshops and events	$\geq 6$
Stakeholders participated in project events	$> 1,000$
External events/conferences attended	$> 20$
Synergies with initiatives & networks	10 joint actions
Publication at international journals	$\geq 4$
Publications at international conferences	$\geq 12$
Followers on social media	$> 1,000$
Views of the promotional video	$> 1,000$
Number of newsletters released	8
Promotional material distributed	$> 300$
Stakeholders reached in overall	3,000
Unique visits to the website	$> 5,000$

To meet target values, project partners are expected to continuously carry out publicity actions and also report all publicity and communication outcomes regularly. Q-PLAN will be overall responsible for monitoring and evaluating 2D-BioPAD dissemination activities.

Partners are required to provide detailed reports on all communication and dissemination actions through the 2D-BioPAD “Dissemination and Communication Reporting Template”, which is sent to all partners via email. The table can be found in Annex V. Q-PLAN will notify all partners in advance for input collection.

Any promotional material related to the project produced by a partner should be reviewed and approved by the WP6 leader, Q-PLAN. Each project partner should promptly contact Q-PLAN if they identify opportunities, problems, or risks during the planning or implementation of publicity actions.



## 8. Conclusions

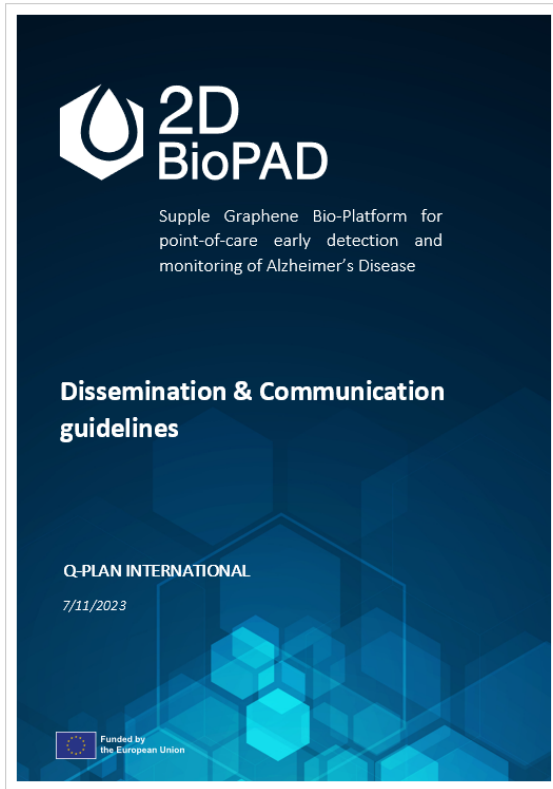
This document, titled “Dissemination and Communication Plan and Activities, Version 1”, provides the framework and guidelines for the successful implementation of dissemination and communication activities throughout the lifespan of the project and beyond. As the project evolves, this document will be updated and refined in order to provide a more detailed analysis of the dissemination actions and plans. The actions and plans of this deliverable answer to the following questions:

- What to disseminate?
- To whom?
- How?
- When?

This document also provides the monitoring mechanism of the dissemination activities, which is based on targeted KPIs. By communicating the project’s tangible and intangible assets through the most effective channels and tools to timely reach the targeted groups, 2D-BioPAD will be able to not only go beyond these ambitious KPIs but most importantly lay the foundations for the successful rollout, replication and thus sustainability of its outcomes. As the project evolves, the DCP will be updated, results will be presented and progress against targets will be measured in version 2 and version 3 (M24 and M48 respectively).

# Annexes

## Annex I – 2D-BioPAD Dissemination and Communication guidelines



2D BioPAD GA 101120706

Contact details: [pjoma@qplan-intl.fr](mailto:pjoma@qplan-intl.fr)

### 2D-BioPAD D&C guidelines

This document provides you with key initial guidelines regarding communication and dissemination activities and introduces the main dissemination monitoring tools that you are kindly asked to use throughout the project.

#### 1.1 Main guidelines

- Actively contribute to the dissemination of project results and key messages.
- Do not forget to include the 2D-BioPAD logo and website URL together with the EU logo and the disclaimer:
 

Funded by the European Union under GA no. 101120706. Views and opinions expressed are however those of the authors only and do not necessarily reflect those of the European Union or CNECT. Neither the European Union nor the granting authority can be held responsible for them.

In practice, it should look like this:

Funded by the European Union under GA no. 101120706. Views and opinions expressed are however those of the authors only and do not necessarily reflect those of the European Union or CNECT. Neither the European Union nor the granting authority can be held responsible for them.

When displayed with another logo, the EU emblem must have appropriate prominence.

You can download the needed EU emblem in the desired resolution following this link: [https://ec.europa.eu/regional\\_policy/en/information/logos\\_downloadcenter/](https://ec.europa.eu/regional_policy/en/information/logos_downloadcenter/).
- If possible, follow the style guide concerning writing style, formatting options, numbers and currency, abbreviations and acronyms, captions, electronic cross-references, naming conventions, and citation style. In general:
  - Use **Calibri Light** for headings and **Calibri** for text in documents.
  - Always use the same style for references, both for in-text citations and in the bibliography/footnotes.
  - Be consistent in using currency references (for example, use EUR instead of € throughout).
  - Be consistent in the numbering format; comply with the British usage (e.g. 75,000,239.23), unless differently indicated by the bid manager.
  - Make sure to introduce each abbreviation and acronym the first time you use it and create an abbreviation/acronym list at the beginning of the document.
  - Review the language and the coherence of the structure of the text you drafted.

Dissemination & Communication guidelines Page 1 of 4

2D BioPAD GA 101120706

- Whenever possible, use the templates that are provided to you, i.e. letterhead, presentation, and publication. A leaflet, a poster and a roll-up will be prepared for you to use throughout the project. Other communication materials will be prepared ad-hoc if needed.
- Always inform Q-PLAN regarding every dissemination and communication activity that you plan to carry out (e.g., organising an event, writing articles for websites or magazines, participating in an external event, etc.) at least one week prior to your activity. This will enable us to publicize it through the 2D-BioPAD communication channels in a timely manner. Whenever you want to send us a post, please use the dedicated "news item" template, which is available on TEAMS. You should download it from MS Teams and save it to your personal drive. Then, when you complete the form, send it back to us via email, including the attached photos.
- You will have to report in detail all the communication and dissemination actions you undertook (see 2D-BioPAD Dissemination & Communication Reporting Template for instructions). This template is in line with the new Horizon Europe programme needs and is sent to all partners by email. That report is available on MS TEAMS.
  - Always report about meetings and events you organised and/or participated to "D&C Reporting" template.
  - The initial expectation for input collection is **every 6 months** and Q-PLAN will notify the consortium in due time to start collecting input as well as in case of any changes.

**Important Note:** The reporting information for all D&C activities on the SYGMA platform has been officially defined by the European Commission (EC). This template is mandatory for reporting all such activities.
- A Synergies List is provided for all partners to fill. Please follow the instructions provided by Q-PLAN via email on deadlines for initial input. For updates during the project period, when suitable opportunities arise, please contact Q-PLAN as soon as there is a list update.
- In compliance with GDPR requirements, **always gather consent when collecting, using and storing personal data** (i.e., email, photos, etc.) **during your events/conferences** (see also Section 11 of the 2D-BioPAD CA).

#### 1.2 Guidelines for enhancing 2D-BioPAD online presence

This section provides you with some key initial guidelines regarding your expected contribution and use of the 2D-BioPAD website and social media accounts (SMAs).

##### 1.2.1 Website

- Actively contribute to the news section of the website. Please send each news item to Q-PLAN. For all 2D-BioPAD activities collect high-quality photos, and videos if possible, and share them with Q-PLAN. This will enable us to use them on the project website and project SMAs, and the Graphene Flagship Initiative (GFI) micro-site dedicated to the 2D-BioPAD project. For generic images, that do not pertain

Dissemination & Communication guidelines Page 2 of 4

2D BioPAD GA 101120706

to implement project activities, simply outline your expectations together with content about the activity and Q-PLAN will select a suitable royalty-free image for the post.

- Inform Q-PLAN regarding every event you organise or take part in for the purposes of the project (e.g., conferences, workshops, seminars etc.) and provide Q-PLAN with a link to the event if available, so that it can be posted online in the dedicated section of the website.
- Inform Q-PLAN about news articles (e.g., newspaper article, blogpost, TV interview etc.) mentioning **your pilot area** or the 2D-BioPAD project and provide Q-PLAN with a link/scan for giving it more visibility online.

#### 1.2.2 Social Media Accounts (SMAs)

- Register to all 2D-BioPAD SMAs (i.e. LinkedIn, Twitter, Facebook, and YouTube, when available) and use them: monitor announcements and posts, comment, like and retweet/repost - share.
- Do make your own posts to foster discussion and keep the page alive, either in English or in both English and your native language – Make sure to tag 2D-BioPAD so that we can follow up accordingly.

**Important Note:** In the context of Task 6.5, Networking, and Joint Activities with Relevant Initiatives, it is important to mention that 2D-BioPAD is a member of the GFI and to tag the initiative.

- Promote the 2D-BioPAD SMAs within your network of contacts.
- Signal to 2D-BioPAD relevant profiles that we could follow (on Facebook, Twitter, LinkedIn).
- Select among the project hashtags when posting on SMAs and add any that you feel appropriate for your post. Available hashtags are:
 


**Mandatory:** #2dbiopadproject

Optional: #horizoneurope #alzheimersdisease #innovation #graphene #nanomaterials
- If you make a short video, edit it to enhance the project identity (add the name of the project, the logo, the EU emblem and the disclaimer "Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CNECT. Neither the European Union nor the granting authority can be held responsible for them"). Q-PLAN will upload it on YouTube.

The above-mentioned points will be updated, when necessary, to be in line with the project's requirements and progress.

Dissemination & Communication guidelines Page 3 of 4

## Annex II – News reporting form


GA 101120706

### News

Picture(s)	
Title	
<b>News</b> (main content)	<p>Please <u>insert here</u> the content in a <u>narrative way</u>, while trying to provide answers to the following questions (if applicable):</p> <ul style="list-style-type: none"> <li><b>Who</b> was or will be the organisation(s) responsible for organising the activity or developing the solution / <b>Who</b> was or will it be for (target group or groups if applicable)</li> <li><b>When</b> did or will it take place or is / will be available (if applicable)</li> <li><b>Where</b> did or will it take place or is / will be available (if applicable)</li> <li><b>Why</b> is this activity important / <b>Why</b> did or will we need participation or contribution (if applicable)</li> <li><b>How</b> was or will it be implemented (very briefly)</li> <li><b>What</b> were or will be the main benefits or outcomes / results / conclusions</li> </ul>
<b>Key words/ hashtags</b> (for social media)	

### Attachments

Please attach any relevant pictures/ images as separate png or jpg files with as high resolution as possible.

---

News item template
Page 1 of 3

### Annex III – External attended & future events (dissemination and communication reporting sheet)

Events										
Type (External attended or Future)	Event's Name	Thematic Focus	Date	Location	Registration fees	Specific requirements for participation (e.g. abstract submission etc)	Deadline for abstract submission (if applicable)	Website	Added by (Partner)	Status
External attended event										
Future										
										Cancelled
										Ongoing
										Done

## Annex IV – Synergy list

Last Updated		DD/MM/YYYY					
No	Name of Initiative	Ends in	Type of initiative <i>(e.g. Horizon 2020 &amp; Horizon Europe project, network, standardisation body, association, technology platform, etc)</i>	Short description	Website	Geographic scope <i>(Regional, National, EU, Global)</i>	Type of stakeholders / target group

Type of stakeholders / target group	Connected 2D-BioPAD partner(s)	How can this initiative feed in our activities?	Name	Role	Telephone	E-mail	Contacted <i>(Yes/No)</i>	By whom	Response <i>(Yes/No/Pending)</i>	Type of synergy <i>[1. Joint D&amp;C (press release, campaign, other), 2. Invitation of other projects to participate in our events, 3. organisation of joint webinars]</i>





C) Publications

Last Updated		DD/MM/YYYY								
#	Type of PID	Type of publication	Title of the scientific publication	Authors	Title of the journal or equivalent	Number	ISSN or eISSN	Publisher	Month of publication	Year of publication
	<input type="text"/> <ul style="list-style-type: none"> <li>DOI</li> <li>Handle</li> <li>ARK</li> <li>URI</li> <li>pURL</li> <li>Other</li> <li>None</li> </ul>	<input type="text"/> <ul style="list-style-type: none"> <li>select</li> <li>the list</li> </ul>							<input type="text"/> <ul style="list-style-type: none"> <li>January</li> <li>February</li> <li>March</li> <li>April</li> <li>May</li> <li>June</li> <li>July</li> <li>August</li> <li>September</li> <li>October</li> <li>November</li> <li>December</li> </ul>	
		<input type="text"/> <ul style="list-style-type: none"> <li>Article in journal</li> <li>Publication in conference proceeding/ workshop</li> <li>Books/ monographs</li> <li>Chapters in books</li> <li>Thesis/ dissertation</li> <li>Other</li> </ul>								

Month of publication	Year of publication	Was the publication available in open access through the repository at the time of publication	Peer-reviewed	PID (Publisher version of record)	Book Title	Did you charge OA publishing fees to the project?	Type of publishing venue	Article processing costs that will be charged to the project
		<input type="text"/> <ul style="list-style-type: none"> <li>Yes</li> <li>No</li> </ul>					<input type="text"/> <ul style="list-style-type: none"> <li>Hybrid venue</li> <li>Full open access venue</li> <li>Full subscription venue</li> </ul>	<input type="text"/> <ul style="list-style-type: none"> <li>Yes</li> <li>No</li> </ul>

[Communication activities](#)
[Dissemination activities](#)
[Publications](#)
[Events](#)
[Drop-down lists](#)
+
⋮
◀
▶





Supple Graphene Bio-Platform for point-of-care early detection and monitoring of Alzheimer's Disease

GA 101120706

## Partners



Follow us

