

Deliverable

D7.2: Communication tools

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Task	7.2	Communication and Dissemination

Dissemination level¹	PU
Type²	Other

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¹ Dissemination level: **PU**: Public; **CO**: Confidential, only for members of the consortium (including the Commission Services); **EU-RES**: Classified Information: RESTREINT UE (Commission Decision 2005/444/EC); **EU-CON**: Classified Information: CONFIDENTIEL UE (Commission Decision 2005/444/EC); **EU-SEC** Classified Information: SECRET UE (Commission Decision 2005/444/EC)

² Type of the deliverable: **R**: Document, report; **DEM**: Demonstrator, pilot, prototype; **DEC**: Websites, patent fillings, videos, etc.; **OTHER**; **ETHICS**: Ethics requirement; **ORDP**: Open Research Data Pilot

³ Creation, modification, final version for evaluation, revised version following evaluation, final

Deliverable abstract

As part of the **WP 7 – Dissemination and Exploitation Planning**, the aim of the deliverable **D7.2 Communication Tools** is to take-stock of the communication instruments deployed to ensure a proper visibility of the project, as well as a presentation of the communication efforts of the consortium to ensure proper exposure of the project' activities and its results.

The communication tools encompass the following:

- ✓ **Project Website**
- ✓ **Project info materials**
- ✓ **Blogs**
- ✓ **Insights**
- ✓ **Social media**

Deliverable Review

Reviewer #1: WS, Laurence Lapôtre			Reviewer #2: MedTech Europe, Yves Verboven		
Answer	Comments	Type*	Answer	Comments	Type*
Is the deliverable in accordance with					
the Description of Action?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> M <input type="checkbox"/> m <input type="checkbox"/> a	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		<input type="checkbox"/> M <input type="checkbox"/> m <input type="checkbox"/> a
the international State of the Art?	<input type="checkbox"/> Yes <input type="checkbox"/> No	Not applicable for this deliverable	<input type="checkbox"/> Yes <input type="checkbox"/> No	Not applicable for this deliverable	<input type="checkbox"/> M <input type="checkbox"/> m <input type="checkbox"/> a
Is the quality of the deliverable in a status					
that allows it to be sent to European Commission?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		<input type="checkbox"/> M <input type="checkbox"/> m <input type="checkbox"/> a
that needs improvement of the writing by the originator of the deliverable?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		<input type="checkbox"/> M <input type="checkbox"/> m <input type="checkbox"/> a
that needs further work by the Partners responsible for the deliverable?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		<input type="checkbox"/> M <input type="checkbox"/> m <input type="checkbox"/> a

* Type of comments: M = Major comment; m = minor comment; a = advice

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1. Introduction

This document is the **Deliverable 7.2 EURIPHI Communication Tools** of the Work Package 7 – Dissemination and Exploitation Planning of the project **EUropean Wide Innovative Procurement of Health Innovation (EURIPHI)** funded by the European Commission under the H2020 coordination and support action under the grant agreement no. 825922.

Following the H2020 Online Manual⁴, EURIPHI must communicate and promote the project and its results, “providing targeted information to multiple audiences (including the media and the public), in a strategic and effective manner and possibly engaging in a two-way exchange”. In addition, EURIPHI project is a Coordination and Support Action (CSA), where communication of the activities undertaken is of paramount relevance.

The main aim of WP 7 is to design and execute an efficient communication and dissemination strategy, which includes the specific communication tools, dissemination plan and exploitation scheme. In order to ensure proper executions of these tasks, it is important to outline the key messages and the specific target audiences of the EURIPHI project, as well as the definition of the key objectives of the strategy.

The main issues identified to ensure that the communication goals are reached are the following:

- Clear definition of the communication objectives and channels;
- Project’s branding and visibility;
- Coordination of communication activities within partner’s institutions;
- Maximum exploitation and dissemination of the project’ results.

Concrete tasks have been already completed while most of them are ongoing according to the expected work plan.

For the purpose of this report, we will further present the Communications Tools deployed by the Consortium.

2. Communication Tools and Channels

1. Visual Identity


In order to achieve best communication results of the EURIPHI project, an impactful visual identity of the project is vital. The visual identity was created by a subcontractor and was made available to the consortium members to apply during communication and dissemination activities. As of M1 of the project, the Coordinator of the project, proposed to the EURIPHI General Assembly, the logo of the project, its colour scheme and the assigned typography.

⁴ http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication_en.htm

Visual tools:

- ✓ Project logo



- ✓ EURIPHI 2-Pager (see Annex 1);
- ✓ Colour pallet: 
- ✓ Project roll-ups (see Annex 2 for pictures);
- ✓ Business cards;
- ✓ Email signature;
- ✓ Management Manual, which includes documents template (Word documents, PPTs, H2020 reporting/deliverables);
- ✓ General project website visuals (www.euriphi.eu);
- ✓ Grant Agreement number – partners are requested to use the project GA number in all their external communication and dissemination materials, together with EU emblem and the accompanying text of: *"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 825922"*. The use of the EU emblem is respecting the EU rules⁵.



The agenda of the EURIPHI kick-off meeting included a specific session on WP 7 – Dissemination, communication & exploitation planning, as well as Project Management and Coordination. The presentation included the main communication tools of the project and consortium members were informed about the required use the logos, acknowledgement of EU funding, colour pallet of the Visual Identity and the templates developed in the framework of WP7 when referring to the EURIPHI project. Extract from the presentation is in Annex 3 of this report.

⁵ http://ec.europa.eu/research/pdf/eu_emblem_rules_2012.pdf

II. Project Website

As of the first week of April 2019, the EURIPHI website (www.euriphi.eu) is online, becoming the main focal point of information regarding the EURIPHI's objectives, work in progress and relevant outcomes. The structure of the website allows visitors to have immediate access to the main results of the project and, in accordance to the progress of the project, the website will be updated with further updates and results.

The website is an important communication tool of EURIPHI project, and its purpose is four-fold:

- to deliver relevant and updated information to a wide-range of audience;
- to ensure straightforward and accessible information stream;
- to become a documentation platform for the EURIPHI partners;
- to provide a database of all the activities and WPs performed by the EURIPHI consortium and its partners.

The website is designed to include both internal and external communication. In order to stream the communication, there is created a general email of the EURIPHI project – info@euriphi.eu.

The internal restricted area will give access to consortium members to the **intranet SharePoint platform**. This is an internal communication platform, where all relevant information about the following aspects:

- All contractual documents;
- Governance of the consortium and its meetings;
- WPs structure and work-in-progress;
- Calendar of events relevant to EURIPHI project.

The **external EURIPHI website** will be regularly updated with relevant information and will also contain information on the consortium members, links to complementary EU funded projects, other useful links; furthermore, will provide information adapted for specific target audience groups. The structure allows a straightforward access to relevant information and contains the following features:

- Contractual documents;
- Governance of the consortium;
- Access to project' WPs description and deliverables;
- Contact and media support.

Both platforms, intranet and website include the **EURIPHI logo** of the project and the acknowledgement of EU funding, by having the **EU emblem** and the text - *This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No 825922.*

The maintenance of both areas is responsibility of MedTech Europe, while the members of the consortium are providing the relevant information in accordance to the WPs description and public deliverables.

III. Social Media Management

The EURIPHI social media management is key to ensure a greater exposure of the project and maintain public engagement of the public with the project. In order to have consistent updates, we will use the Twitter social media platform.

The **EURIPHI Twitter account** will be managed by MedTech Europe, but the consortium members are welcomed to contribute to the social media content and re-distribution on their own social media channels.

Furthermore, extra efforts will be made to disseminate the EURIPHI outcomes and results on other relevant social media platforms on public procurement innovation.

IV. Project Communication Channels

In order to ensure a proper information of the consortium members, as well as externally, there will be two set of communications, namely:

- **EURIPHI Insights** – to communicate and disseminate information and relevant outcomes with different external stakeholders and EURIPHI community. This is open for subscription to different stakeholders and experts interested in the EURIPHI project.
- **EURIPHI Blog Series** – to encourage EURIPHI members to develop further content on specific issues.

EURIPHI Insights will be in English and will also be available online on the EURIPHI website. All data retrieved will be managed in accordance to the GDPR rules.

To increase and further build the awareness of the project and its outcomes, a **EURIPHI Blog Series** will be created. Blogs will be created by the members of the consortium, as well as members of the Advisory Board. The Blogs will be written on four different languages and will be supported by a professional blog writer. The Blog Series have a dedicated section on the website where there will be published. EURIPHI Partners will be invited to further distribute the Blogs via their own online channels.

3. Communication Activities

In order to increase the awareness of the EURIPHI project and further build the created network, the consortium will undertake the following Communication Activities:

- **EURIPHI Open Market Consultation Days** (2 events during the lifetime of the project);
- **Synergies with other EU funded projects;**
- Presentations at the EC: **EC Procurement Expert Panels;**
- Link with **EU Presidency events;**
- **Presentations of EURIPHI during relevant events** (EHPA days, conferences, workshops, etc);
- **Hospital Management Events;**
- **Academic exposure.**

The detailed activities related to communication will be further detailed in the Deliverable 7.6 – Strategic exploitation and dissemination plan.

4. Annexes

Annex 1 – EURIPHI 2-Pager



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Introducing innovation and integrated solutions in health and care systems in Europe through cross-border value-based innovation procurement

Rationale of the newly established Consortium for 'Europe-wide Innovative Procurement of Health and Care Innovation' (EURIPHI)

The unquestionably needed reform of health and care systems in Europe requires the adoption of innovation and integrated solutions. One way forward is to rethink procurement policies. A positive transformation in this area would be to elevate procurement practices towards an approach that awards the value offered by innovation or integrated solution. The value will be awarded by multi-disciplinary teams responding to specific patients, health care actors and system needs, while taking societal and economic perspectives into account.

The EU Coordination and Support Action (CSA) under Horizon 2020 'Innovation in Healthcare' is a highly welcomed initiative. This EU initiative aims at the adoption of innovation in health and care systems and advancing procurement of innovation practices. In response to this initiative, a consortium of 25 leading organizations in procurement and health care has been created. The consortium proposal was approved by the European Commission in September 2018 and the EURIPHI project 'European wide Innovative Procurement of Health and care Innovation' (EURIPHI) will run from January 2019 until June 2020. A sustainable EURIPHI organization is planned to continue the activities in the following years.

I. Objectives of the Horizon 2020 CSA 'Innovation in Healthcare'

The main objective of this CSA as outlined by the European Commission is to create a Europe-wide consortium of public procurers and healthcare providers in the health and social care sector, which will define unmet needs in today's procurement practices in order to implement innovation and integrated solutions using 'Pre-commercial procurement' (PCP)¹ or 'Public procurement of innovative solutions' (PPI)² in health and care systems. The related calls for projects will be launched in 2020 and co-funded by the European Commission under Horizon 2020.

The CSA focuses on preparing the ground for:

- **A PCP/PPI to implement rapid diagnostic tools for infectious diseases in clinical practice.** In addition, the public health sector procurers should develop specifications that are suitable for Europe-wide deployment of the rapid diagnostics in the field of infectious diseases.
- **One or more PCP/PPIs to drive the shift towards patient centric integrated care in health and social care systems reform.** Clinicians, patients, public procurers in healthcare systems, health and social care facility managers, and health authorities' insurers/payers should cooperate to identify the gaps and needs that will lead to the development of new innovative solutions for patient-centred integrated healthcare.

¹ PCP: see [definition](#) of European Commission (EC). The EC funds 90% of the costs of a PCP.

² PPI: see [definition](#) of EC. The EC funds 35% of the cost of a PPIs.

II. Key Objectives of the EURIPHI Consortium

In the EURIPHI project, the partner organizations involved or interested in value-based procurement and PPI/PCPs are teaming up around the novel approach of Most Economically Advantageous Tendering Value Based Procurement of Innovation Solutions (MEAT VBPI) to achieve the following goals:

- Establish a sustainable Community of Practice using innovative procurement methods, such as MEAT value-based procurement of innovation and integrated solutions in health and care systems and develop legal guidance for efficient cross-border, value driven procurement with localized decision making;
- Adapt the existing tools, perform market consultations and deploy cross-border Value Based PPI/PCP testing as learning cases in the field of rapid diagnostics for infectious diseases and, new models of patient-centred integrated care;
- Developing an EURIPHI Network, a network of representatives of (regional) health authorities, policymakers, and payers who, in collaboration with other key stakeholders, will further prioritize investments and foster the deployment of Value Based PPI/PCP.

These key objectives are designed to build a foundation for future EU cross-border PPI/PCP.

III. EURIPHI Partners

- Partners:
 - 12 leading Public Procurement Organizations covering more than 500 service providers throughout Europe.
 - Experts from academia, legal, business and European/International associations: University Antwerp, International Foundation of Integrated Care (IFIC), CMS UK, CMS Belgium, EMPIRICA, European Regional and Local Health Authorities (EUREGHA), Globrish, Federation Europeenne des Hopitaux des Soins de Sante (HOPE), reference sites collaborative network (RCSN) of EIP-AHA, Boston Consulting Group (BCG), MedTech Europe, University of Valencia, Wavestone.
- An advisory committee of procurers and experts throughout Europe will further enlarge the CSA.



For more details on the EURIPHI project or on MEAT Value Based Procurement and Innovation Procurement Schemes, please contact info@euriphi.eu or contact one of the EURIPHI partners.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 825522-EURIPHI

Annex 2 – EURIPHI Roll-up picture



Annex 3 – EURIPGI Communication Kick-off Presentation



European wide Innovation
Procurement in Health and Care

Kick-off Meeting
31 January 2019



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EURIPHI Project – WP 7 DISSEMINATION and EXPLOITATION PLANNING

Communication – Dissemination Toolkit

1. **Graphical Identity - Use logo's - Templates**
Project communication vs partners communication
2. **2 pager- EURIPHI project description**
3. **Website** (incl. partners only SharePoint)
4. **EURIPHI Insight (external)– Project update (e-newsletter) (internal)**
5. **EURIPHI Blog series** (incl. reference articles) – monthly – 4 languages
6. **EURIPHI Twitter**
7. **Press release**
8. **Info videos – 1 project 25 partners' key words about the project – create a video visual of the project**
– video by partners (EAFIP concept)



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EURIPHI Project - Communication – Dissemination (Toolkit)

1. Graphical Identity - Logo's



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General Awareness EURIPHI Project

1. **EURIPHI Network (internal channels)**
 - Presentations within EURIPHI Partners' internal organization
2. **EURIPHI Network (external channels)**
 - Presentations of EURIPHI via Partners' external communication means
 - Presentations of EURIPHI during relevant events (EHHPA days, conferences, workshops, etc)
 - Innovation procurement newsletter
 - MEAT VBP Insights
 - Hospital Management Events
 - Academic exposure
 - Synergies with other projects – PIPPI
3. **EURIPHI external exposure:**
 - Website - SharePoint
 - Twitter account
 - Blog series
 - EURIPHI Insights
 - EURIPHI promo video
 - EURIPHI Days
4. **EURIPHI at EU level:**
 - Presentations at the EC: EC Procurement Expert Panels
 - Link with relevant EU Presidency events (RO, FI, HR)
5. **EURIPHI at MS level:**
 - High-level meetings with relevant Health Authorities, focus on new MS



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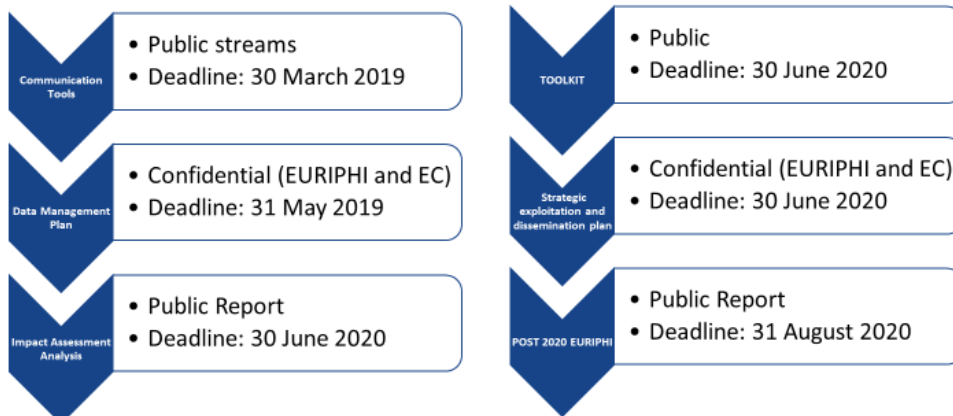
Strategic Exploitation & Dissemination Plan:

- The build out **MEAT Value Based Procurement Community of Practice** - set-up secretariat, possible leading to a new association
- The build out **Health Region Network** and collaborative stakeholders will be continued and further build out setting a 2 yearly workplan and supported by the secretariat set up.
- The **Meat Value Based PPI tool** will be made accessible for free to the procurement community within given terms and conditions (of non-commercialization).
- The **H2020 Calls** will bring the **PPI / PCP in practice**.



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WP 7 LIST OF DELIVERABLES AND DEADLINES



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PARTNERS' INVOLVEMENT



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Thank you!



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