DELIVERABLE T2.5.1 – ICTUSNET COMMUNICATION AND EXPLOITATION PLAN

T2 Project Communication

Due date:	31/05/2018
Actual submission date:	17/10/2018
Responsible partner:	Open Evidence
Version:	Version no. 6
Status:	Final
Dissemination level:	Consortium

Deliverable description:
This deliverable will include targets, strategies and impact indicators of the Communication and Exploitation plan. It will be updated on M18 and M34.

Revision history			
Version	**Date**	**Comments**	**Partner**
1	21/06/2018	Document created	OE
2	09/07/2018	Internal review	AQuAS
3	03/09/2018	Internal review	OE
4	05/09/2018	Internal review	AQuAS
5	04/10/2018	Pre-final version sent to partners for review	OE
6	16/10/2018	Final version	OE

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ABBREVIATIONS AND ACRONYMS

AVC	Cerebrovascular accident (a.k.a. stroke)
CT	Coordination Team
ERDF	European Regional Development Fund
ESO	European Stroke Organization
EU	European Union
ICTUSnet	"Excellence R&D network towards the successful development and implementation of innovative models of stroke care strategies"
Interreg	European Territorial Co-operation
M	Project Month
Sudoe	South-western Europe
SO	Specific objectives
WP	Work Package

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EXECUTIVE SUMMARY/INFORMATIVE SUMMARY

The aim of this document is to describe the initial ICTUSnet Communication and Exploitation Plan, including targets, strategies and impact indicators. This deliverable has been designed in accordance with the general aim of the project, which is to build knowledge towards better stroke strategies. Relevant stakeholders have been identified, to keep them updated on ICTUSnet outcomes, progress and future plans and ensure project impact. This Communication and Exploitation Plan describes the communication objectives and the key audience. It also includes a description of the tools for the successful dissemination of the project. This document has been developed in alignment with the ICTUSnet Grant Agreement, the Collaboration Agreement, the Consortium Agreement and the Interreg Sudoe Programme guidelines. The Communication and Exploitation Plan will be updated considering the evolving needs and outcomes of the project on month 18 and month 34.

1. Introduction

A **Communication Plan** is a document that describes the communication objectives of a project and designs a strategy to accomplish them. This Communication Plan includes a definition of the target audience, the communication tools to be produced and used and the actions to be taken.

ICTUSnet is an excellence network that works towards the successful development and implementation of innovative models of ictus care strategies. A consortium of ten beneficiaries (public healthcare and research institutions) located in six regions of France, Portugal and Spain will develop the project. This document will be a common framework for the ICTUSnet partners to be able to manage all the communication and dissemination activities.

ICTUSnet has been awarded by Interreg Sudoe and co-funded by the European Regional Development Fund, hence it is strictly committed to the communication actions demanded by the programme. Thus, this Communication Plan has been created in accordance with the Sudoe Programme manual for project development and management. The communication actions undertaken under the project framework will be aligned with the objectives of the project, as well as with the objectives of the Interreg Sudoe programme. May any contradiction appear, the information provided in the Interreg Sudoe guide shall prevail.

This deliverable aims to include an **Exploitation plan**, which will describe the capitalization strategy of the results and products of the project. It will explain the different actions that beneficiaries must undertake to foster the dissemination of best practices, transfer the research technologies to the market and identify the potential future business models of the products developed in the project context.

ICTUSnet's Communication and Exploitation plan will be updated two times during the project, first on month 18 and later on month 34.

2. Interreg Sudoe communication and exploitation: framework of reference

The present deliverable is aligned with the reference documents that regulate the development of ICTUSnet, which are the Grant Agreement, the Collaboration Agreement, the Consortium Agreement and the Sudoe programme manual for project development and management. They must be considered when organising dissemination initiatives.

The clauses and / or sections that are relevant for this Communication Plan are listed below for future reference:

- **ERDF Grant Agreement:** document signed between the Interreg Sudoe Management Authority and the main beneficiary (representing all the beneficiaries of the project), in which the conditions for the execution of the project are regulated.
  - Clause 14: Information and Advertising
  - Clause 15: Intellectual and industrial property rights over the project
  - Clause 19: Confidentiality

- **Collaboration Agreement:** document signed between all the beneficiaries of the project where the modalities of cooperation between them and the respective responsibilities for the execution of the project are collected.
  - Clause 16: Advertising and Communication
  - Clause 17: Dissemination and Exploitation of the results obtained
  - Clause 18: Intellectual Property Rights
  - Clause 19: Confidentiality

- **Consortium Agreement:** a Consortium Agreement will be developed among all the project beneficiaries, to complement the collaboration agreement. The consortium agreement will regulate in more detail the management of publications and/or other results from the project as well as the background and foreground related to the project, among others. Specific references to clauses of the Consortium Agreement will be included in the next version of the Communication and Exploitation Plan.

- **Sudoe programme manual for project development and management:** also known as "Sudoe Guide", and available [here](#).
  - Factsheet 4: Obligations of the Beneficiaries
  - Factsheet 13: The communication of the projects
  - Factsheet 14: Use of logos
  - Factsheet 15: Exploitation and dissemination of results

The list above includes the clauses and sections numbered according to the current versions of the reference documents as per data of the publication of this document (see front cover). May any contradiction appear between this document and the ones listed above, the information agreed in the Agreements and Sudoe Programme manual shall prevail.

ICTUSnet is committed to the Interreg Sudoe Programme objectives, the European Regional Development Fund (ERDF) and the European Union. Due to this, any material produced under the project framework will always follow the objectives established by Interreg Sudoe programme. Before and after undertaking a communication action, ICTUSnet consortium – through its Communication Manager - will inform the Communication Officer at the Interreg Sudoe Joint Secretariat. A copy of the materials produced (if any) will be shared also.

2.1. Acknowledgement of ERDF funding and Interreg Sudoe Programme

In accordance with the European Community regulations, and the Interreg Sudoe Program rules set out in the Sudoe programme manual for project development and management, all information and communication actions and any support and material of diffusion about the project must:

- Specify that ICTUSnet is a project co-funded by the European Research and Development Fund (ERDF), by means of the Interreg Sudoe Programme, and
- Show the European Union emblem and the Interreg Sudoe Program logo.

To this end, and as required on the factsheet 13 "The communication of the projects" on the Sudoe programme manual for project development and management, it will be mandatory that the following acknowledgement appears on each public material developed by ICTUSnet: "The project ICTUSnet is funded by the Interreg Sudoe Programme through the European Regional Development Fund (ERDF)"; along with the logo of the Project presented in Section 3.4.

2.2. Confidentiality

A series of considerations in regards of confidentiality must be taken into account by all the partners. Confidentiality is regulated under the Collaboration Agreement and the Grant Agreement, and it will also be included in the Consortium Agreement. The clauses and/or sections that are relevant are listed below for future reference:

- **ERDF Grant Agreement:** Clause 19: The signatory parties commit to adopt the necessary measures so that the persons of both the Management Authority and the Joint Secretariat, as well as the persons who work for the Main Beneficiary, respect the confidentiality of the information so that it is not disclosed without prior consent from both sides.
- **Collaboration Agreement:** Clause 19: The Beneficiaries undertake to adopt the necessary measures so that the persons in charge of the project respect the confidentiality of the information and so that it is not divulged without the prior consent of the Main Beneficiary or the authoring body of the information.

3. ICTUSnet communication plan

Communication is a crucial element to any project to extend their impact. It guarantees a successful flow of information with the stakeholders and the project team, therefore the communication process needs to be efficient and effective. The process of communicating about a project involves several elements that must be understood when developing a communication

and dissemination plan. Rajkumar (2010)[1] describes a basic communication model that explains how communication moves from one person to another. The different **elements in the communication model** are explained in Figure 1 using fax machine as an example:

Figure 1 - Communication model[2]
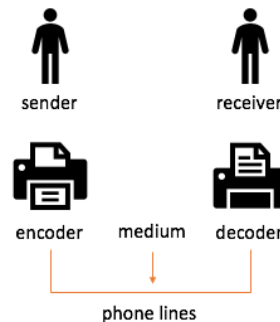
On the example above six elements are distinguished, and each of them have a different role in the communication process, Rajkumar (2010) describes them as follows:

- The **sender** is the person who first initiates the conversation by sending a message.
- The **encoder** is the device used to code the message that is being sent.
- The device or technology that transports the messages is the **medium**.
- Later the message is received by a device that decodes the message, the **decoder**.
- The **receiver** is the person that eventually receives the communication.

In alignment with this communication model, ICTUSnet (sender) will disseminate information about the project that will be targeted for the key audience (receiver) that is described in section 3.2. Several channels for communication and tools (medium) will be set up to make sure the message arrives to the audience successfully (Section 3.4).

Open Evidence has been appointed by the consortium as the **Communication Manager of the project**. This role includes the development of this Communication and Exploitation plan and the coordination of the Dissemination actions. The Communication Manager is a member of the ICTUSnet Coordination Team, and acts as a reference contact for the Responsible of Communication and Exploitation at the Interreg Sudoe Joint Secretariat.

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[1] Rajkumar, S. (2010). Art of communication in project management. Paper presented at PMI® Research Conference: Defining the Future of Project Management, Washington, DC. Newtown Square, PA: Project Management Institute.

[2] Source: Adapted from Rajkumar, S. (2010). Art of communication in project management. Paper presented at PMI® Research Conference: Defining the Future of Project Management, Washington, DC. Newtown Square, PA: Project Management Institute.

3.1. ICTUSnet Objectives

As mentioned on the Introduction section, the Communication plan strategy will be aligned with the specific objectives (SO) of the project. Below we describe how the communication strategy will contribute to a successful achievement of these objectives:

1. **Use of new technologies available in the big data area, extract and analyze the information to open new perspective to improve the quality and efficiency of stroke care (SO1).** Although great advances have been done towards new technologies and big data analysis, its potential is still considered underused and it remains unknown in most contexts. ICTUSnet faces several barriers; health professionals do not trust the new data tools available; patients have concerns regarding data privacy and confidentiality; and policymakers have to be aware that big data applied to health sciences can potentially reduce costs and improve stroke care strategies.
ICTUSnet's communication approach aims to overcome these barriers by using clear messages and appropriate language through different dissemination channels.

1. **Based on an in-depth analysis of the information obtained and the stroke care circuits according to the patients' health characteristics and risk profiles, we plan to study, agree on and plan measures to increase the effectiveness of stroke care plans in both the acute episode as in the later phases, decreasing the impact of their consequences (SO2)**.
The communication strategy for ICTUSnet has been designed to ensure the dissemination of the WP3 (Analysis and benchmarking of the stroke care plans) and WP4 (Transfer of ICTUSnet knowledge to health policies) results. The results of the study undertaken under WP3 will feed new lines of research and will be shared among the different networks of each beneficiary. These results will transfer stroke knowledge and best practices to improve stroke care strategies. Open Access Publications and Deliverables obtained in the project will be uploaded to the ICTUSnet website (and/or ICTUSnet platform) to facilitate dissemination and will promote transnational cooperation and sharing of best practices. A shared road map will be developed through meetings with policymakers and different stakeholders.

2. **Foster international and regional cooperation by exchanging good practices, peer learning and implementing a common advanced training programme (SO3)**.
ICTUSnet aims to foster the sharing of good practices through the organization of five thematic workshops (WP5), which will focus on creating discussions out of the results of the WPs. In parallel, two groups of "good practices sharing" will focus on the

practices that can be potentially transferred. With the aim of involving patients that lack digital alphabetization skills and their relatives, patient associations' traditional communication channels will be used.

3.2. Audience

We define stakeholder as anyone who has a vested interest in the project or will be affected by its outcomes. A **stakeholder analysis** is an exercise in which stakeholders are identified, listed, and assessed in term of their interest in the project and importance for its success and further dissemination. The aim of this communication plan is to obtain a consolidated network of stakeholders that are aware of the project's achievements and results. Different stakeholder groups have been identified in order to be able to target the dissemination actions and adapt the messages that will be communicated. A total of four stakeholder categories have been identified:

- **Related stroke initiatives**: Organizations and projects related to the improvement of stroke care quality (academic and non-academic)

- **Health community**: This category involves a) hospitals and professionals that deal with stroke patients; b) public health regulatory departments or agencies that take part in the decision-making process; and c) private organisations that provide supplies and services complementary to those provided by hospitals and professionals

- **Policy makers**: Individuals and lobby groups that take part in the decision-making process

- **Patients and patient organisations**: Individuals, groups and organisations of stroke patients, their families and informal carers

In alignment with WP4 and WP5 objectives, a first screening of potential stakeholders has been gathered with the first results of the **stakeholder mapping exercise** performed by all the Project partners (see Annex ll: Stakeholder Mapping exercise). Updates of the results of this exercise will be included in the future versions of this deliverable, if applicable.

3.3. Actions

In section 3.1, a brief approach on how the communication strategy would help the project achieve its specific objectives has been described. Under this strategy, some activities will be undertaken at several levels. In the tables below, we provide the list of what has been planned so far with a brief description of the organisation in charge and their timelines. Some of the actions will be further described in the next version of this communication plan, scheduled for month 18.

Table 1 - List of actions to be undertaken under ICTUSnet's specific objective #1

To use new technologies available in the big data area, extract and analyse the information to open new perspective to improve the quality and efficiency of stroke care.	
Actions	
Scientific results such as production and validation of text mining algorithms and automatized image analysis will be disseminated in specialized conferences by presenting publications and/or posters. Technical articles will also be produced and disseminated via universities, R&D and technological enterprises specialized websites.	
Date due M01-M36	**Responsible** All beneficiaries
Description Specialized and relevant conferences will be identified (see section 3.5), where results from WP2 will be presented. WP2 partners will develop publications and posters to use in these conferences. WP1 will also develop technical documents which will be disseminated via stakeholders' websites. All the material produced will also be disseminated through the ICTUSnet website (and/or platform) and social networks.	
Project's benefits for professionals will be transmitted via workshops, social networks and patient organisations.	
Date due M01-M36	**Responsible** All beneficiaries
Description The outcomes of the project will be disseminated in order to foster knowledge sharing and further discussion via social networks. A list of relevant patient organizations will be identified (see section 3.2) for further dissemination. Five workshops will be organized (one in Y1, two in Y2 and two in Y3). Beneficiaries and associate partners will be invited to participate and to share their experiences on these workshops. International organizations like the European Stroke Organization (ESO) will be invited to participate as keynote speakers.	
Project results regarding the improvement of stroke care by the incorporation of structured registries and/or innovative ICT technologies available will be shared with policymakers by promoting the project in public health events and forums, and also through mass media.	
Date due M01-M36	**Responsible** All beneficiaries
Description A list of relevant public health events and forums will be identified (see section 3.5), where dissemination material produced by partners will be presented.	

Table 2 - List of actions to be undertaken under ICTUSnet's specific objective #2

Based on an in-depth analysis of the information obtained and the stroke care circuits according to the patients' health characteristics and risk profiles, we plan to study, agree on and plan measures to increase the effectiveness of stroke care plans in both the acute episode as in the later phases, decreasing the impact of their consequences	
Actions	
The comparative studies produced within WP3 "Analysis and benchmarking of the stroke care plans" will be available in Open Access and accompanied with interactive maps to facilitate the understanding and visualization of the results.	
Date due M01-M36	**Responsible** WP1, WP3, all Partners
Description WP3 will develop a series of comparative studies that will be publicly shared via the ICTUSnet website and/or platform in open access. WP1 as part of Product P1.3 will develop a report and a series of interactive maps containing the stroke state of art in south-west Europe. These maps will facilitate data understanding and hotspots detection. All beneficiaries will share these materials among their international contacts.	
Results from WP4 "Knowledge transfer to health policies" will be available in Open Access and bilateral and multilarteral meetings with policy makers will be organised to define a common roadmap.	
Date due M24-M36	**Responsible** WP4, all Partners
Description WP4 results will be disseminated targeting policy makers through social media and relevant channels. The results will also be presented during the meetings with policy makers and on scientific and public health events.	
ICTUSnet results and maps will be presented in relevant stroke meetings and conferences, and shared with patient organisations.	
Date due M01-M36	**Responsible** All partners
Description Relevant stroke meetings and conferences will be identified and ICTUSnet results and maps will be presented there. Partners related to patient associations will disseminate these materials through the different relevant patient organisations (see section 3.2).	
Stakeholder engagement will be done through social networks and project website.	
Date due M01-M36	**Responsible** OE
Description A social network strategy will be developed to plan and focus all posts to the different audiences detected (see section 3.2).	

Table 3 - List of actions to be undertaken under ICTUSnet's specific objective #3

Foster international and regional cooperation by exchanging good practices, peer learning within the regional initiatives and implementing a common advanced training programme.	
Actions	
Infographics will be produced reflecting the main results of the project.	
Date due M33-M36	**Responsible** WP4 (all Partners)
Description Infographics and posters containing the main results of the project (action plan and roadmap) will be produced and translated. All beneficiaries will share these materials among their international contacts.	
Webinars and workshops will be organized in order to disseminate best practices.	
Date due M12-M35	**Responsible** WP5 (all Partners)
Description As mentioned above, five workshops will take place during the project (one in Y1, two in Y2 and two in Y3). Beneficiaries, associate partners and stakeholders will be able to participate and share their experiences there. The workshops will be recorded (after having asked participants for their consent), and the Consortium will choose two of them to be uploaded on the ICTUSnet website for dissemination (in webinar format). Further to that, two working groups on best practices will be created (using the results from WP3), which will organize a webinar and an in-person workshop each, in order to present the good practices found, the transfer strategies and their related new organisational models. Reports on lessons learnt will be produced and disseminated through the project website (and/or platform) and social networks.	
A video collecting interviews with participants will be produced.	
Date due M34	**Responsible** WP5 (all Partners)
Description A brief video to promote the knowledge-exchange program and ICTUSnet and the opportunities that it offers will be developed.	

3.4. Tools

The following specific dissemination tools are developed for the Project. However, partners are also engaged to use their corporate and regional resources available for ICTUSnet dissemination; and also the tools provided by the Interreg Sudoe Programme.

- **Logo.** ICTUSnet has developed a project logo (Figure 2) in accordance with the Interreg Sudoe guidelines. It is mandatory for beneficiaries to use the logo in all the first pages of paper documents and in any other material (in physical or electronic format) produced within the project framework. ICTUSnet logo is part of deliverable E T2.1 "project visual identity".

Figure 2 - ICTUSnet logo (horizontal and vertical)

- **Project Templates.** ICTUSnet consortium has deliverables and presentation templates available on the internal communication platform as part of deliverable E T2.1 "Project visual identity".

- **Posters**. An ICTUSnet poster with the project information has been developed according to regulation (EU) nº1303 / 2013 (annex ll). Each ICTUSnet beneficiary has been requested to print this poster in A3 size and to display it in their facilities, in a location readily visible to the public. In addition, three more posters will be developed in A1 size along the project lifetime. They will be used in conferences and meetings in which beneficiaries may participate in order to disseminate the project. The first poster will focus on the project objectives and expectations; the second on the intermediate results; and the third will explain the final impact achieved. Each one of these posters will be finalized in M12, M24 and M34, respectively. All beneficiaries will be involved in the process of creation and printing of the posters. ICTUSnet posters are part of deliverable E T2.4.1.

- **Infographics.** A project one-pager describing the project and infographics with the results of the project will be produced and disseminated through social media, the project website and the project newsletter.

- **Roll-up.** An ICTUSnet roll-up will be developed according to regulation (EU) nº1303 / 2013 with the project information. The roll-up will contain the project logo, images and general information, and will be used in the dissemination events and themed workshops. The ICTUSnet roll-up is part of deliverable E T2.4.2 of the project plan.

- **Website.** ICTUSnet's website (www.ictusnet-sudoe.eu) includes information on the project and its progress. The website will also contain the deliverables, reports and publications, which will be available to download. Each deliverable will include an executive summary and one section addressed to the general public. Both sections will be available to download for dissemination purposes. The website will be updated at least once every two weeks with news and blog posts (see section 4.2). The website will include a contact section so that stakeholders can contact the consortium to obtain further

information on the project. ICTUSnet website is part of deliverable E T2.2.1 "project website". Partners will be also engaged to disseminate the project through their corporate websites.

Figure 3 - ICTUSnet website
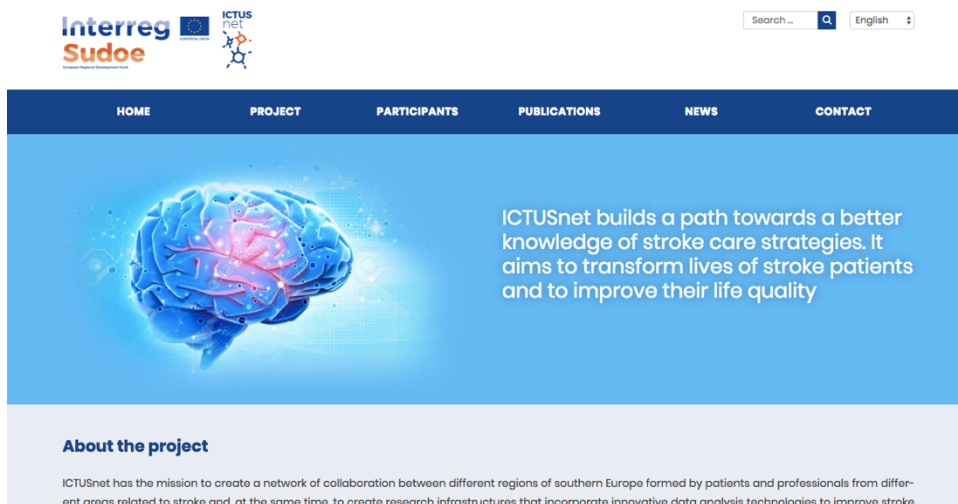
- **Newsletter**. A biannual newsletter will be produced with the aim of disseminating the project's milestones and news. The newsletter will contain the following sections: keynote, latest news, upcoming events, publications (if any) and list of relevant papers. Partners will actively contribute to the newsletter by providing support on the topics selection and development. Further to that, WP leaders will write the keynote section for one newsletter each. Stakeholders will be able to subscribe to the newsletter mailing list through the project's website. ICTUSnet newsletter is part of deliverable E T2.6.1 of the project workplan.

Figure 4– Newsletter workflow
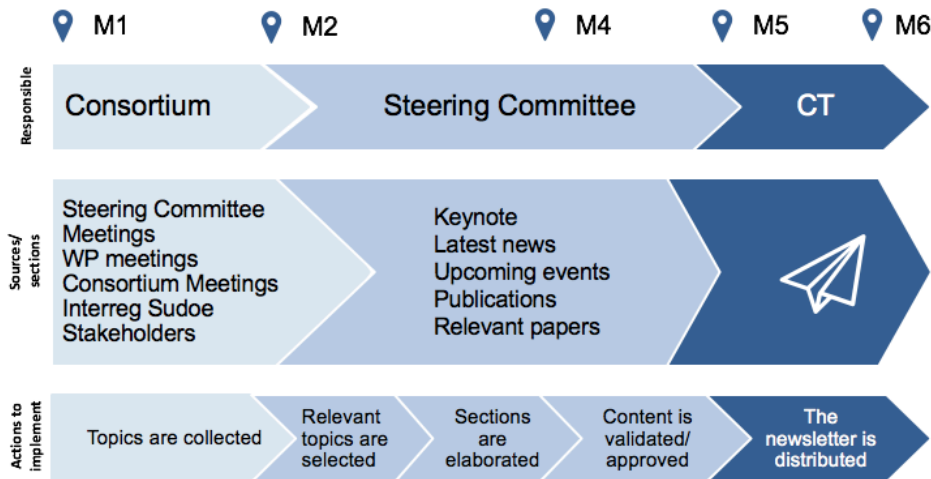
- ▪ **Social networks.** A Twitter account (Figure 6) has been developed to disseminate the project news as part of deliverable E T2.6.2 of the project workplan. ICTUSnet's social media strategy is described in section 4.1.
- ▪ **Papers and publications.** ICTUSnet Consortium aims to issue several publicationsin scientific journals, considering the relevant resultsof the projects. Requirements for publications workflow will be described in the Consortium Agreement and updated on the next version of the Communication Plan (M18).
- ▪ **Images bank.** An images bank will be created with the images that the Communication Manager will collect from all beneficiaries. These images will be available at the internal communication platform for communications, ICTUSnet's website and official materials.

3.5. Relevant events

ICTUSnet beneficiaries have undertaken a search of relevant external events that could complement the **specific Project Dissemination events** to be implemented at M18 and M35 (see details in Section 4.2.3). The identified events have been categorized in three different types: **scientific and public health events** are those related to the scientific community and to public policy and governmental institutions; **stroke events** are the ones involving stroke patients, patients' associations and the general public; and **Interreg events** are the ones promoted by the Interreg Programme or the European Commission to make dissemination of their projects.

Table 4- Relevant meetings identification

| Relevant events identification	
Scientific and public health events	Congreso Annual Sociedad Navarra Neurología
	Congreso Annual Sociedad Española Neurología
	Language Resources and Evaluation Conference (LREC)
	Sociedad Aragonesa de Neurología (SAN) Regional - Annual Congress
	Sociedad Española de Neurología (SEN) National - Annual congress
	Grupo Español de Neurología Intervencionista (GeNI) National annual congress and regional meetings
	Sociedad Española de Neurorradiología - National Annual Congress and Regional Meetings
	Reuniones de estrategia de urgencias tiempo-dependientes
	Sociedad Aragonesa de Calidad Asistencial (SACA) - Regional Annual Congress
	Sociedad Española de Calidad Asistencial (SECA) National annual congress
Stroke events	Stroke Day Conference (CHUT)
	Dia Nacional do Doente com AVC
	World Stroke Day (October 29th)
	Federación Ictus National annual Congress
	European Stroke Organisation Conference (ESOC)
	Congresso Português do AVC
	Asociación Ictus de Aragón (AIDA) Regional meetings
	Stroke Alliance For Europe (SAFE) events
Interreg / EU related events	EU Regions Week
	Annual EC ICT Event

4. Strategy

4.1. ICTUSnet social media strategy

4.1.1. Twitter

This strategy will aim first at reaching stakeholders that could participate in the fieldwork and that have been identified in section 3.2 of this document, and in the second place, it will help to disseminate the work and results stemming from the project, helping to foster debate in this domain. We aim to cover a wide range of stakeholders including related stroke initiatives, hospitals, universities, public health agencies, policymakers, regulatory bodies, healthcare providers and patient organizations. They will be engaged through several means (social media, newsletter, etc.).

The strategy will follow a snowball approach. An initial list of stakeholders has been produced with the outcomes of a stakeholder mapping exercise undertaken by the ICTUSnet consortium (see section 3.2). These stakeholders will be targeted and studied to find new initiatives. In parallel, we will perform dissemination activities through social media and ICTUSnet beneficiaries will produce blog posts that will be disseminated through the project's website and social networks (see section 4.2) with the aim of enlarging the number of stakeholders. At a later stage, additional results from the dissemination activities will allow us to reach a larger number of key players.

Figure 5 - Strategy for engaging stakeholders
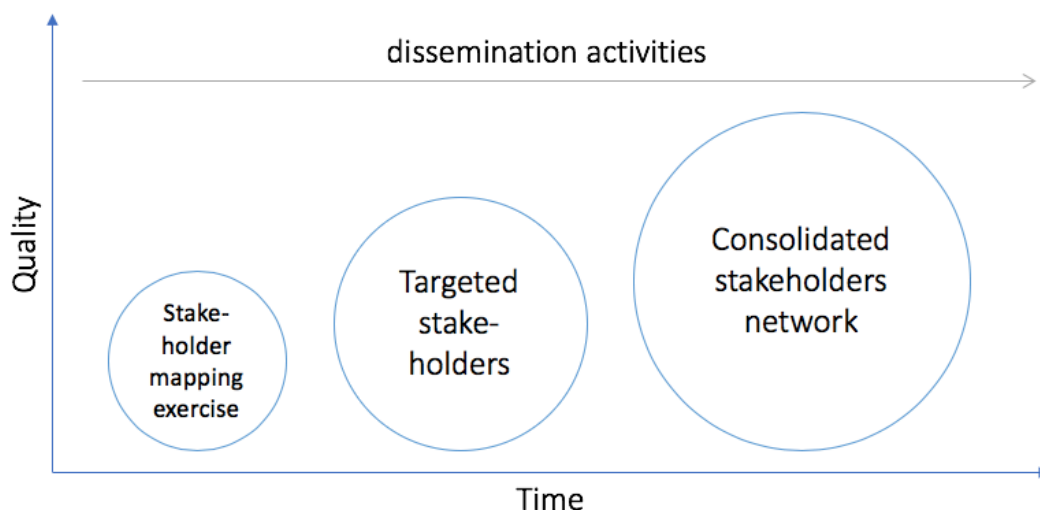
A **Twitter account** has been created **@ICTUSnet** (Figure 6). The description used is "Excellence R&D network towards the successful development and implementation of #innovative models of #stroke care strategies. #ICTUSnet". We have created an *ad hoc* hashtag **#ICTUSnet**, to be used in all project communications on social media.

Figure 6 - ICTUSnet Twitter account

Project achievements, related news and events will be disseminated via Twitter. Social networks will be used as a tool to enhance stroke awareness with the target audience. Through a Twitter desk research we have identified some relevant channels that will help us reach the targeted stakeholders. Given the different terminology associated to stroke condition, we have identified several hashtags associated with **#stroke**, **#data**, **#eHealth** and **#neuroscience**.

Table 5 - Twitter hashtags related to the project

Hashtag	Popularity[3]
#stroke	55,3%
#health	81,2%
#strokerecovery	36,4%
#patientengagement	47,5%
#data	69,8%
#DataScience	66,9%
#BigData	75,9%
#AI	75,1%

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[3] Based on hashtagify.me

#neuroscience	56,2%
#brain	62,3%
#neurology	48,5%
#MachineLearning	68%
#eHealth	56,7%
#eSalud	46,3%
#digitalhealth	60,5%
#healthIT	58,1%

Project's hashtag **#ICTUSnet** will be combined with the most popular hashtags related to these topics (Figure 5). This will help us give more visibility to the project and, consequently, increase the possibility to reach stakeholders and to gain insights from them.

As Communication Managers of the project, Open Evidence will be responsible for managing ICTUSnet's Twitter account, this will involve tweeting and retweeting regularly on the project's Twitter account @ICTUSnet. All partners must actively participate in the dissemination of ICTUSnet's news on Twitter through their Twitter accounts. When managing their organisation's Twitter accounts, partners must:

- Notify Open Evidence if they are planning to tweet something related to ICTUSnet
- Retweet all the tweets produced by @ICTUSnet
- Use the hashtag #ICTUSnet everytime they tweet or retweet ICTUSnet news
- Optionally, use the the hashtags suggested on Table 5, always combined with the hashtag #ICTUSnet
- If possible, tag all the partners (see Table 6), or at least the ones that are directly related to the content of the tweet.

Table 6 - List of Partner's Twitter accounts

Partner	Twitter account
AQuAS	@AQuAScat
BSC-CNS	@BSC_CNS
FIctus	@Fundacioictus
CHUM	@CHU_Montpellier
CHUT	@CHUdeToulouse
IACS	@iacs_aragon
ARSN	N/A
IdISBa	@idisbaib
OE	@OpenEvidence
FMS	@navarrabiomed

4.1.2. Additional social networks

During the stakeholder mapping exercise, we observed that most of our audience was not on Facebook or LinkedIn, hence we have not created ICTUSnet accounts for these social media platorms. However, the opening of a LinkedIn and/or a Facebook accounts may follow during the upcoming months if considered appropriate to enlarge the impact of the project. The communication plan will be updated on M18 and M34 with any update there may come up in regards of the social media strategy.

4.2. Content

4.2.1. Blog

In order to feed ICTUSnet's social networks and maintain the website active, the consortium will produce —(at least) every two weeks— **project-related blog posts**, that will be uploaded on the ICTUSnet website and disseminated through the social networks. These posts' length will be 300-400 words and they will include a picture (free of rights). The topics for the posts must be related to ICTUSnet, and they will have to be reviewed by the Coordination Team at least one week before the post is released. On Table 7, a calendar shows the envisaged plan for each post, including the author partners and the dates for each of them. The planned dates and authors may change as the project evolves. The following events will be considered for the topic selection of the blogposts:

- Mid-term dissemination event: M18;
- Final conference: M35;
- Thematic workshops (WP5): M12, M18, MK24, M30 & M35; and
- Meetings of working groups for the transfer of good practices: M26, M32

4.2.2. News

All the partners have to actively contribute to maintaining ICTUSnet's website and newsletters up to date by informing about relevant events and latest news in the stroke field that may be interesting to the targeted stakeholders. Open Evidence, as Communication managers, will contact the partners by email on a monthly basis to collect relevant activities and information that they want to disseminate.

The Coordination Team elaborated a Press Release that was distributed among the Partners for dissemination on World Stroke Day (29th of October), see 7.3 Annex lll.

4.2.3. Results dissemination events

Two dissemination events will be organized, one mid-term workshop (M18) and one final conference (M35). The **mid-term workshop** will be organized in combination with the second workshop mentioned in section 3.3 of this document as part of deliverable E T2.3.2. Experts in health technologies and innovation, healthcare professionals, private companies and machine

learning experts will be invited (around 100 participants are expected, including project beneficiaries and associated partners). The final results from the project will be presented in the **Final Conference** (M35), as part of deliverable E T2.3.1. Events will be disseminated through social networks at least four weeks prior to each event. A flag of the European Union will always be displayed in a visible spot of the meeting venue, as required by the Interreg Sudoe Guide.

During the four weeks (at least) prior to the dissemination events planned for M18 and M35, a communication campaign will be undertaken in order to collect initiatives and raise awareness on the ICTUSnet activity. Open Evidence will prepare visual material to disseminate among social networks and all beneficiaries will share it with their international contacts in the area.

Table 7 - Posts calendar until M18

	1/11/18	15/11/18	1/12/18	15/12/18	1/1/19	15/1/19	1/2/19	15/2/19	1/3/19	15/3/19	1/4/19	15/4/19	1/5/19	15/5/19	1/6/19	15/6/19	1/7/19	15/7/19	1/8/19	15/8/19	1/9/19	15/9/19
AQuAS	X										X										X	
BSC-CNS		X										X										X
FIctus			X										X									
CHUM				X										X								
CHUT					X										X							
IACS						X										X						
ARSN							X										X					
IdISBa								X										X				
OE									X										X			
FMS										X										X		

5. Dissemination activities reporting and evaluation

All partners have to contribute to the dissemination activities. They will have to regularly provide information on their dissemination activities to the communication manager (Open Evidence), who will keep track of them and will report them in the Project Progress reports to be submitted to the Interreg Sudoe Joint Secretariat. On Table 8 the indicators for the communication and dissemination of the project have been identified together with their measurement options.

Table 8 - Indicators for communication evaluation

Indicator	Measurement
Social media engagement	Social Media monitoring tools
Subscription to the newsletter	Mailchimp analytics
Downloads of project deliverables	Web statistics
Project presentations in external events	Number of interventions done by the partners in external events
Visualisations of project video	Web statistics
Visits to the project website	Google analytics
Stakeholder engagement via events	Number of events organised in the project framework, number of attendees and professional profile

6. ICTUSnet Exploitation plan

As the project moves forward, a clearer idea on the use/exploitation of each product/service will be defined. The Communication and Dissemination Plan will be dully updated with the exploitation strategy to be defined in collaboration among all the partners.

6.1. ICTUSnet expected products and services

An initial **list of products and services** has been created following the information in section D.2 of the project workplan:

Table 9 – Summary of products and services

Product/service	WP	Lead	Due date
Action Plan for professionals involved in stroke care	WP4	ARSN	M29
Algorithms and software for automated analysis from images	WP2	BSC-CNS	M28
Comparative study of the plans of monitoring and	WP3	IACS	M22

rehabilitation in the ICTUSnet regions			
Guide for the capitalization of ICTUSnet results and adhesion of new regions to the platform	WP1	AQuAS	M27
Algorithms and text mining application to extract information from reports	WP2	BSC-CNS	M28
Specific records integrated into regional information systems	WP1	AQuAS	M12
Themed workshops	WP5	CHUT	M35
Shared evaluation framework to measure quality, equity and efficiency of stroke care	WP3	IACS	M8
ICTUSnet platform	WP1	AQuAS	M19
Professional knowledge exchange program	WP5	CHUT	M34
Report and interactive maps of stroke status in south Europe	WP1	AQuAS	M27
Comparative study on stroke care plan in severe stage in the ICTUSnet regions	WP3	IACS	M20
Collection of good practices on severe stage stroke care	WP3	IACS	M25

6.2. Framework of reference for exploitation of ICTUSnet products

The basic rules coming from the Grant Agreement (clause 15) and Collaboration Agreement (clause 18) mention that All the products (tangible or intangible) achieved in the framework of the project belong in their entirety to the Beneficiaries of the project. The management bodies of the Program reserve the right to use them within the framework of advertising and capitalization of the Program. The pre-existing intellectual and industrial property rights placed at the disposal of the project must be fully respected

This section will be updated in the next communication and exploitation plan (M18).

7. Annexes

7.1. Annex l: ICTUSnet poster (Spanish version)

7.2. Annex ll: Stakeholder Mapping exercise

Category	Name	Website	Twitter	Country
Health Community	European Stroke Organisation (ESO)	Website	Twitter Account	EU (CH)
Health Community	Administração Central do Sistema de Saúde	Website	Twitter account	Portugal
Health Community	AEMPS (BIFAP) (Agencia Española de Medicamentos y Productos Sanitarios)	Website	Twitter account	Spain
Health Community	Agence régionale de santé (ARS)	Website	Twitter account	France
Health Community	Agencia Estatal de Investigación	Website	Twitter account	Spain
Health Community	Aragon Health Service	Website	Twitter account	Spain
Health Community	Centro Neurológico de Atención Integral (CNAI) / Centro Neurológico de Navarra	Website	Twitter account	Spain
Health Community	Consejería de Salud del Gobierno de las Islas Baleares	Website	Twitter account	Spain
Health Community	Departament de Salut de la Generalitat de Catalunya	Website	Twitter account	Spain
Health Community	Department of Health Government of Aragon	Website	Twitter account	Spain
Health Community	Direção Geral de Saúde	Website	Twitter account	Portugal
Health Community	Hospital 12 de Octubre	Website	Twitter account	Spain
Health Community	Hospital Clínic de Barcelona	Website	Twitter account	Spain
Health Community	Hospital Universitario Son Espases	Website	Twitter account	Spain
Health Community	IDIAP (Institut Universitari d'Investigació en Atenció Primària)	Website	Twitter account	Spain
Health Community	Instituto de Salud Pública y Laboral de Navarra	Website	Twitter account	Spain
Health Community	Instituto Nacional de Emergência Médica de Portugal	Website	Twitter account	Portugal
Health Community	ISCIII (Biblioteca Nacional de Ciencias de la Salud)	Website	Twitter account	Spain
Health Community	ISCIII (Instituto de Salud Carlos III)	Website	Twitter account	Spain
Health Community	Miguel Servet University	Website	Twitter account	Spain
Health Community	MSSSI-FID (Ministerio Sanidad Programa FID Sanidad)	Website	Twitter account	Spain

Health Community	Plan de Salud de Aragón 2030	Website	N/A	Spain
Health Community	Programa de Atención a Pacientes con Ictus en el Sistema de Salud de Aragón (PAIA)	Website	N/A	Spain
Health Community	RANM (Real Academia Nacional de Medicina)	Website	Twitter account	Spain
Health Community	SAS-FISEVI (Servicio Andaluz de Salud)	Website	Twitter account	Spain
Health Community	Servicio Canario de Salud	Website	Twitter account	Spain
Health Community	Servicio de Salud de las Islas Baleares	Website	Twitter account	Spain
Health Community	SESIAD (Secretaría de Estado - Sociedad de la Información y Agenda Digital)	Website	Twitter account	Spain
Health Community	Sistema Navarro de Salud – Departamento de Salud	Website	N/A	Spain
Health Community	Sistema Navarro de Salud	Website	Twitter account	Spain
Health Community	Sociedade Portuguesa do Acidente Vascular Cerebral AVC (SPAVC)	Website	N/A	Portugal
Health Community	Fundació TIC Salut Social	Website	Twitter account	Spain
Patient Organisations	Stroke Alliance For Stroke (SAFE)	Website	Twitter account	EU (UK)
Patient Organisations	ADACEN Daño Cerebral de Navarra	Website	Twitter account	Spain
Patient Organisations	Associação AVC - União de Sobreviventes, Familiares e Amigos	Website	N/A	Portugal
Patient Organisations	Associação Portugal AVC	Website	N/A	Portugal
Patient Organisations	Comité de Representantes de personas con Discapacidad de Navarra (CERMIN)	Website	Twitter account	Spain
Patient Organisations	Stroke association of Aragon (AIDAA)	Website	Twitter account	Spain

7.3. Annex lll: ICTUSnet Press Release

ICTUSnet: three years of research towards better stroke care

Led by the Agency for Health Quality and Assessment of Catalonia (AQuAS), ICTUSnet involves 10 European partners from Spain, France and Portugal. The project was awarded by Interreg Sudoe Programme, which is financed by the European Regional Development Fund (ERDF).

Strokes are an urgent medical condition caused by a sudden alteration of blood flow in the brain that often leaves the brain permanently damaged. Quick diagnosis and treatment of strokes can avoid death or disability of affected population. The complexity of stroke chain of care and the need to deliver ultrafast expert care require every region to have a well-stablished stroke strategy that provides evidence-based management and equal access to stroke care. Unfortunately, there is huge variability in the provision of stroke care in south-western European regions.

Strokes are the second cause of death in Europe and among leading causes of disability and dementia in adults, which entails high social and economic impact. Appropriate treatment has demonstrated to reduce disability and economic resources; hence it is crucial that patients have access to proper diagnosis techniques and effective treatments.

The absence of population-based high-quality registries in many regions hinders the capacity to understand the medical condition, the variability of healthcare practices and the real-world difficulties to overcome the laboratory-to-practice gap. In this context, use of new technologies (Artificial Intelligence) and big data analysis could potentially improve stroke care strategies by sharing best practices and avoiding inefficient administrative and clinical procedures.

ICTUSnet has the mission to create a network of collaboration between different regions of southern Europe formed by patients and professionals from different areas related to stroke, covering an area of 20 million inhabitants. At the same time, ICTUSnet aims to create research infrastructures that incorporate innovative data analysis technologies to improve stroke care systems and subsequently reduce the impact of the disease on the population.

The consortium is formed by 10 healthcare and research institutions from the regions of Catalonia (AQuAs, Barcelona Supercomputing Center-Centro Nacional de Supercomputación, Fundació Ictus and Open Evidence), Aragon (Instituto Aragonés de Ciencias de la Salud), Balearic Islands (Fundación Instituto de Investigación Sanitaria Illes Balears), Navarra (Navarrabiomed-Fundación Miguel Servet), North of Portugal (Administração Regional de Saúde do Norte) and Occitanie (Centre Hospitalier Universitaire de Montpellier and Centre Hospitalier Universitaire de Tolouse). Additionally, the consortium counts on the interest of 33 associated partners from all over Europe.

ICTUSnet project has three objectives, namely;

- To use innovative big data technologies available to extract and analyse information and explore new perspectives on stroke care strategies.
- To undertake a deep analysis of collected information and stroke care strategies on patients, with attention to the different health and profile characteristics. To study, agree and plan measures to enhance effectivity in stroke care strategies on severe stage and post-evaluation procedures, to reduce impact on stroke consequences.
- To foster international and regional cooperation by exchanging good practices, peer learning and implementing a common advanced training programme.

ICTUSnet aims to reach better knowledge on stroke care strategies. The project seeks to transform lives of stroke patients and improve their life quality, to push forward stroke awareness and knowledge, and to enhance the quality of care strategies.