

## IMI2 Project 821522 – PD-MitoQUANT

### PD-MitoQUANT – A quantitative approach towards the characterization of mitochondrial dysfunction in Parkinson’s disease

#### WP3 – Project management and communication

## D3.2 Dissemination and Communication Plan

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## Document History

Version	Date	Description
V0.0	11 Apr 2019	First Draft
V0.1	18 Apr 2019	Comments – incorporated comments from the Communication and Dissemination committee
V1.0	29 Apr 2019	Final Version

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## COMMUNICATION STRATEGY AND PLAN

### Publishable Summary

#### Communication is key for our success.

PD-MitoQUANT, as a multi-level organisational structure, brings together representatives from different stakeholders and parallel activities across three Work Packages (WPs). Keys to successfully meet the communication and dissemination goals and objectives of PD-MitoQUANT are:

- Solid and effective communication activities;
- Clear and manageable processes for content development and production;
- Efficient and well-organized communication team;
- An engaged internal and external community.

PD-MitoQUANT is a strategically assembled, multidisciplinary, cross-sectoral consortium of significant scale and the highest international standing that provides collective expertise in:

- Mitochondrial biology;
- State-of-the-art *in vitro* and *in vivo* models of Parkinson's;
- Innovative ageing models;
- Systems biology approaches.

PD-MitoQUANT will significantly increase our understanding of not only what causes Parkinson's but also identify what are the key molecular drivers of disease progression. This key data will ultimately lead to the identification of new drug targets sites and the development of drugs to slow the progression of Parkinson's.

#### Mission

The communication and dissemination of project results is central to delivering the impact of PD-MitoQUANT both at the scientific and wider societal levels.

Data from this project will be of considerable interest to a broad scientific audience, as PD-MitoQUANT will generate new *in vitro* and *in vivo* models of mitochondrial function/dysfunction and Parkinson's models, in addition to enhancing our basic understanding of the mitochondria in the progression of Parkinson's. Hence, it is critical that the communication and dissemination strategy utilises a variety of channels to maximise the dissemination of the PD-MitoQUANT data and its impact.

The development of effective therapies which stop the progressive nature of Parkinson's is an unmet societal need, particularly since current therapies only treat the clinical symptoms, have not majorly advanced in the last 50+ years, and Parkinson's represents a growing neurological condition which markedly impacts on the quality of life of people it affects and is a major economic burden. Hence, it is crucial to communicate to people affected by Parkinson's, the general public and the media that PD-MitoQUANT is addressing this unmet need by enhancing our basic understanding of what causes Parkinson's to facilitate new drug development. It is also critical to demonstrate that large collaborative public private partnerships in IMI are effective funding mechanisms that address disorders with high societal impact like Parkinson's.

Communication and dissemination will be a continuous process throughout the project, starting with introduction of the project and its aims at the start of the project and results in the later stages, as they become available. In addition, our communication and dissemination activities

create a favourable ground to facilitate exploitation of PD-MitoQUANT data after the end of the project.<sup>1</sup>

**PD-MitoQUANT Mission** — Make a step-change advance in our understanding of what causes Parkinson's and lay the foundations for the development of new therapeutics which slow or halt Parkinson's.

**PD-MitoQUANT Vision** — Provide a unique perspective into the role of mitochondria in the initiation and progression of neuronal cell loss in Parkinson's and how the misfolded protein alpha-synuclein ( $\alpha$ Syn) impacts on mitochondrial function. Results from such studies will play a vital role in developing new cellular and animal models to identify novel therapeutics targets designed to support mitochondrial function and prevent  $\alpha$ Syn toxicity.

## Work Package 3 (WP3)

Task 3.5 'Communication and dissemination' relies on inputs from the scientific WPs 1 and 2 as content for communication and dissemination, with the Communication and Dissemination Sub-Committee serving to amplify the impact of the scientific achievements. Figure 1 below shows how results from WPs 1 and 2 feed into WP3.

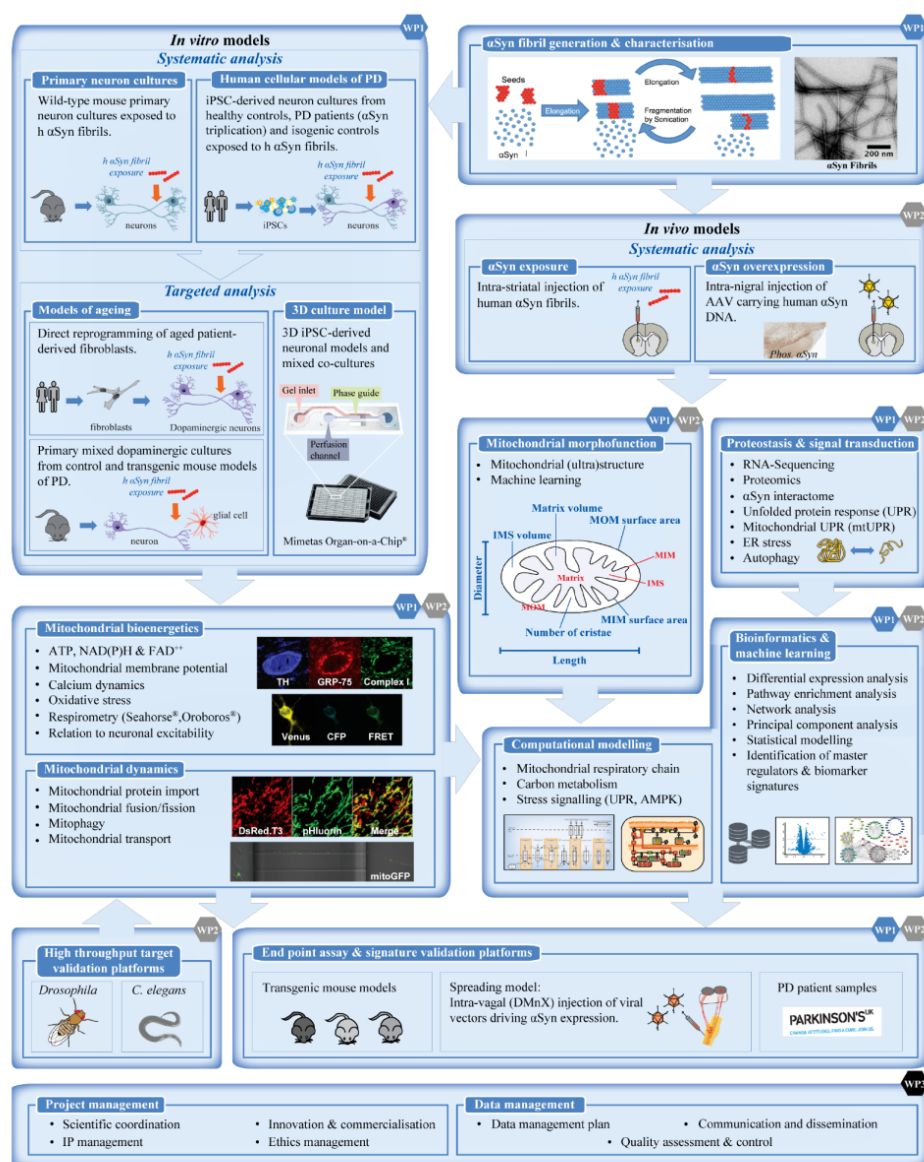


Figure 1: PD-MitoQUANT workflow

<sup>1</sup> Details of exploitation planning are presented in D3.1 'Exploitation Plan'.

## Communication and Dissemination Objectives

Our aim is to ensure appropriate communication and dissemination, increase understanding of our research, and build credibility as trusted experts. We will achieve these aims by:

- Disseminating results and project achievements to European stakeholders, lead users, thought-leaders, and equivalent institutions beyond Europe through structured dissemination activities;
- Promoting the overall acceptance of the new models and assays by end-users (EFPIA partners, academic researchers, SMEs, regulators);
- Fostering societal (non-profit) and industrial (profit) interest to translate the knowledge generated by the project into therapies that can benefit patients, health systems and industry;
- Informing the public, governments, policy-makers and funders of our contribution to the EC Innovation Union strategy to ensure continuity of support and funding.

## Developing the strategy

A collaborative approach was used to develop the Dissemination and Communication Plan (DCP). The plan was adapted from the content in the project proposal and Description of Action (DoA), in which all project partners were invited to contribute by identifying key messages, target audiences, communication channels and related actions. All project partners will actively contribute to future versions of the DCP, as the plan will be reviewed regularly at project meetings and revised throughout the project as needed to ensure that it remains relevant and takes advantage of new communication opportunities.

The findings of all research WPs are important inputs to the dissemination and communication activities of the project. Equally important are the expertise and networks of individuals within each project partner. All project partners will contribute to the development and implementation of these activities.

## Target Audiences and Key Channels

Audiences: We will address different target audiences at various stages of the project appropriately and create a lasting impact. Specifically, key dissemination/exploitation audiences include:

Target Audiences	Objectives	Communication channels
Internal <i>(Although internal communications fall under a different Task of WP3, they have been included here for completeness.)</i>	Promote cooperation and engagement between all partners. Develop an effective and efficient communications processes between all work packages and partners within PD-MitoQUANT. Ensure re-evaluation mechanisms of the communication strategy.	<ul style="list-style-type: none"> <li>• Sharepoint</li> <li>• website (pdmitoquant.eu)</li> <li>• newsletters</li> <li>• newsflashes</li> <li>• e-mail and other official written communications,</li> <li>• official PD-MitoQUANT scheduled meetings</li> <li>• Ad-hoc discussions</li> <li>• face-to-face team meetings</li> <li>• Skype sessions, teleconferences and video conferences.</li> </ul>

External	<p>Raise awareness, communicate message, and disseminate outputs to external stakeholder audiences.</p> <p>Stakeholder Audiences: -</p> <ul style="list-style-type: none"> <li>• Patient organisations</li> <li>• General public</li> <li>• Academic researchers</li> <li>• Researchers in other EU/IMI programmes</li> <li>• Pharmaceutical industry</li> <li>• Regulators</li> <li>• Policy makers and Funding Organization (Including IMI and the European Commission)</li> <li>• Relevant other European and international Alliances</li> <li>• Media</li> </ul>	<ul style="list-style-type: none"> <li>• Website (pdmitoquant.eu)</li> <li>• Social media (#pdmitoquant)</li> <li>• Presentations (PPT) at scientific and patient focused meetings</li> <li>• Press-releases</li> <li>• Posters</li> <li>• Journal publications</li> <li>• Position/white papers</li> <li>• Reports</li> <li>• Articles &amp; additional publications</li> <li>• Training/dissemination events</li> <li>• Sessions and booth presentations at International Conferences</li> <li>• IMI/EU specific channels – CORDIS, newsletter, feature articles etc.</li> <li>• Participation in outreach events</li> </ul>
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## Communications and Dissemination Committee

This body will play a key role in the delivery/design of communication and dissemination outputs from PD-MitoQUANT and the regular review of the DCP to ensure that it is updated to maximise impact. The committee will meet virtually every three months and at each formal face-to-face PD-MitoQUANT meeting. The Committee consists of: -

- David Dexter (Chairperson) – Deputy Research Director at Parkinson's UK
- Beckie Port – Research Comms Manager at Parkinson's UK
- Natasha Ratcliff – Public Patient Involvement lead at Parkinson's UK
- Amy Dodge – Media and Public Relations manager at Parkinson's UK
- Niamh Connolly – PD-MitoQUANT Coordinator Representative at RCSI
- Danielle Nicholson – Communication and Dissemination expert at PT
- Sara Shnider – EFPIA Representative from Teva Pharmaceuticals
- Paula Scurfield – Person affected by Parkinson's
- Richard Campbell - Person affected by Parkinson's

## Planned Activities

Activity	Date (Project Month)	Target Communication Audience(s)	Description	Partners	Metrics
Establish project website	M2	General public, patients, carers, patient/advocacy organisations, media	Develop and launch project website (www.pdmitoquant.eu)	PT, PUK, RCSI, Teva	Website launched by M2

Maintain project website	On-going	General public, patients, carers, patient/advocacy organisations, media	Regularly update website content	PUK with inputs from all partners	Minimum 2 updates/month Analytics to monitor traffic
Establish a Communication & Dissemination committee	March 2019	PD-MitoQuant consortium membership, scientific audience and general public	This committee will develop the overall communications & Dissemination strategy, ensure the strategy is updated to maximise impact, develop	PUK with input from all partners and PPI volunteers	Meet virtually with a TC every 3 months. Frequency of meeting will be reviewed.
Develop a communication and dissemination strategy (CDS)	D3.2 30/04/19	PD-MitoQuant consortium membership, scientific audience and general public	Develop an effective strategy for the optimal communication and dissemination of results for the life-time of the project	PUK with input from all partners and PPI volunteers	Publicly available report
Review the CDS every 6 months	MS25	PD-MitoQuant consortium membership, scientific audience and general public	A review of the CDS every 6 months will ensure that the strategy will optimally communicate and disseminate results	PUK with input from all partners and PPI volunteers	Publicly available report
Report on dissemination and communication activities	D3.5 18 months into project	PD-MitoQuant consortium membership, scientific audience, IMI/EU and general public	Update communication and dissemination activities	PUK with input from all partners and PPI, SEAB, volunteers	Publicly available report
Final report on dissemination and communication activities	D3.9 36 months into project	PD-MitoQuant consortium membership, scientific audience, IMI/EU and general public	Final update on communication and dissemination activities	PUK with input from all partners and PPI volunteers	Publicly available report
Bi-annual newsletter	On-going M6 and M12	PD-MitoQuant consortium mailing list and subscribers who have registered via the website	Updates on project progress, dissemination of data, notification of dissemination outputs, training activities	Pintail with input from all partners and PPI volunteers	e-newsletter
Peer reviewed publications	On-going	PD-MitoQuant consortium membership, scientific audience, and IMI/EU	Publish in high impact factor open access journals	PD-MitoQuant partners	Publication



Conferences	On-going	PD-MitoQuant consortium membership, scientific audience, and IMI/EU	Submit abstract, present oral communications or posters and academic and industrial conferences	PD-MitoQuant partners	Oral or poster communications
Training	On-going	PD-MitoQuant consortium membership	Provide consortium training sessions on shared cellular and animal models	PD-MitoQuant partners	On-site training sessions or training media
Engagement activities	On-going	Other IMI/EU projects, wider scientific community, patient community and wider society	Dissemination of the project purpose and results at every level	PD-MitoQuant partners	Talks, workshops, video's etc.
IMI sponsored media	On-going	Other IMI/EU projects, wider scientific community, patient community and wider society	Dissemination of the project purpose and results	PD-MitoQuant partners	Newsletters e.g. News from the projects; project representatives at IMOI events; project "success stories", Cordis etc.
Develop and maintain comms tool kit	By M12 and on-going	PD-MitoQuant partners	Provide a communication and dissemination tool kits to facilitate standardised communication methodologies and decrease workload	PD-MitoQuant partners	Project statistics/metrix, stock images and templates for slides, press releases etc.
Workshops	On-going	PD-MitoQuant consortium membership, scientific audience, patient community and wider society	Bring together partners, and other external bodies such as patient organisations, patient advocacy groups, students, academics and commercial organisations for training and dissemination of results	PD-MitoQuant partners, IMI/EU and other partners	Workshops and associated materials.
Media outputs	On-going	PD-MitoQuant consortium membership, scientific audience, IMI/EU, patient advocacy groups and general public	Harness traditional media (TV, radio, magazine, newspapers etc) and digital media (Facebook, twitter, on-line newspapers, etc.) to have a coordinated approach to advertise PD-	PD-MitoQuant partners, IMI/EU and other partners	Variety of media outputs utilizing traditional and digital outputs.

			MitoQuant project progress, project mission, dissemination of results etc. so as to maximise the impact of any finding from the project and ensure that communications reach all societal levels.		
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## Activities already carried out.

- The website was launched in March 2019 ([www.pdmitoquant.eu](http://www.pdmitoquant.eu)).
- General and local press releases were issued on the 12 March 2019 to advertise the launch and mission of PD-MitoQUANT. The press release was re-issued by twenty international news sources (05 April 2019).
- A communication and dissemination committee has been established.
- Two volunteers have been recruited from the Parkinson's UK Research Support Network to help support the Public Patient Engagement and Public Patient Involvement activities of the consortium.
- PUK and PT partners have attended a cross IMI project communications event in Brussels on the 01 - 02 April 2019, which was designed to improve networking across IMI projects and share "best practice" concept from already running and successful IMI projects. Learnings from this meeting have informed the DCP presented here.

## PD-MitoQUANT consortium members

The project involves 14 partners from 9 countries:

RCSI (Royal College of Surgeons in Ireland) ([www.rcsi.com](http://www.rcsi.com))  
 Institut du Cerveau et de la Moelle Epinière (<https://icm-institute.org/>)  
 German Center for Neurodegenerative Diseases (<https://www.dzne.de/>)  
 Neuroscience Institute of the National Research Council (<https://www.cnr.it/>)  
 University College London (<https://www.ucl.ac.uk/>)  
 Radboud University Nijmegen Medical Centre ([www.radboudumc.nl](http://www.radboudumc.nl))  
 Centre National de la Recherche Scientifique (CNRS, <http://www.cnrs.fr/>)  
 GeneXplain GmbH (<http://genexplain.com/>)  
 Mimetas B.V. (<https://mimetas.com/>)  
 Pintail Limited ([www.pintail.eu](http://www.pintail.eu))  
 Teva Pharmaceutical Industries Ltd. (<https://www.tevapharm.com/>)  
 H. Lundbeck A/S (Lundbeck, <https://www.lundbeck.com/>)  
 UCB S.A. (UCB, <https://www.ucb.com/>)  
 Parkinson's UK (<https://www.parkinsons.org.uk/>)



Leading the world  
to better health





**Radboudumc**  
university medical center



geneXplain

**MIMETAS**  
the organ-on-a-chip company



**teva**

*Lundbeck*



Inspired by patients.  
Driven by science.

**PARKINSON'S<sup>UK</sup>**  
**CHANGE ATTITUDES.**  
**FIND A CURE.**  
**JOIN US.**

## Deviations from the DoA

Rather than setting up a separate Twitter account for PD-MitoQUANT, which would take a long time to generate a significant following, it has been decided to utilise the Parkinson's UK twitter feed using the hash tag #PDMitoQuant, since @ParkinsonUK already has over 60,000 followers. Consortium members are encouraged to post from their personal and institutional accounts using this hashtag to further broaden our reach.