A European Cancer Image Platform Linked to Biological and Health Data for Next-Generation Artificial Intelligence and Precision Medicine in Oncology

Deliverable D7.3:
Updated Plan for Dissemination & Communication

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Executive Summary

This deliverable describes the overall plan for dissemination and communication of the EuCanImage project.

It defines the objectives for dissemination and communication activities and identifies and details the stakeholders and target audience.

The overall objectives are to create awareness of and understanding about the project, its scope, and expected outputs and impact, as well as to disseminate the project and its results to clinical, research and industrial stakeholders, as well as to the wider public. All dissemination and communication activities are undertaken to maximise the impact of project activities and results by spreading them among appropriate stakeholders.

Several dissemination and communication activities are described. Each activity will use the appropriate channel and tools to ensure the messages reaches the right audience. A short guide for the dissemination tools and selection of dissemination channels is provided. Finally, several templates are provided to report on dissemination and communication activities.

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1 Introduction

This deliverable provides an update of the overall strategy and activities undertaken during, and beyond the duration of the EuCanImage project, which was defined in Deliverable D7.2. The plan for dissemination and communication is a living document that provides a framework for the project's dissemination and communication activities. The core stakeholders and target groups for the communication activities have been re-evaluated in this deliverable, as well as dissemination objectives and strategies for these groups.

The upcoming report on dissemination events (D7.5 in M48) will provide an overview of all dissemination activities and events organised by EuCanImage.

2 Objectives for dissemination and communication activities

The overall objectives of the EuCanImage dissemination and communication have not changed and are still accurate. The objectives for dissemination and communication are to:

- Develop EuCanImage's visual identity, as well as dissemination and communication material
- Develop and iteratively update a plan for dissemination and communication
- Create awareness of and understanding about the project, its scope, and expected outputs and impact
- Inform about and promote the project's objectives and key facts including information about its partners and funding source
- Disseminate the project and its results to clinical, research and industrial stakeholders, as well as to the wider public
- Maximise the impact of project activities and results by spreading them widely among appropriate stakeholder groups and across different channels
- Raise awareness among stakeholders to facilitate uptake and building a large and active userbase of the repository
- Establish the network of image-based cancer researchers, clinicians and innovators.
- Demonstrate how the project outputs are relevant for Europe's patients, society and economy
- Foster networking within the scientific community and liaise with other ongoing projects or networks on national and international level to facilitate uptake of the project outputs and pave the way for academic exploitation in future research activities.

3 Stakeholders and target audience

To effectively communicate information about the project, disseminate and foster exploitation of project results, multiple stakeholders were identified as part of our target audience in the beginning stage of the project (reported in D7.2). The identified groups are being targeted using tailored dissemination and communication approaches specific to each group. This ensures a customised presentation of the project, as well as relevant uptake by the target audience and will substantially increase the project's impact.

The table below provides an updates overview how who will be targeted.

Table 1: Overview of stakeholders

Stakeholder	Specific areas and groups	Examples of dissemination targets

Developers of AI in medical imaging	• Decision support systems
	• Medical image computing
	• Data science
	• Machine learning
	• Cancer imaging
	• Radiology
		• *Professional associations:* European Society of Medical Imaging Informatics (**EuSoMII**); Medical Image Computing and Computer Assisted Intervention Society (**MICCAI**)
		• *Journals:* Medical Image Analysis (Elsevier).
		• *Conferences:* annual congresses of EuSoMII and MICCAI.
		• *Interactions with other EU projects:*
		  • Through the **AI4HI cluster** including projects
		  • from the same call (DT-TDS-05-2020) or related H2020 topics (*e.g.,* **PRIMAGE** on predictive in-silico analytics to support personalised diagnosis and prognosis in cancer)
		  • from related Horizon Europe activities (e.g., the **RadioVal** on clinical validation of radiomics AI for breast cancer treatment planning; **ODELIA** on developing swarm learning for decentralized medical AI; or **EUCAIM** which builds a European federated infrastructure for cancer images).

Clinicians & healthcare professionals	• Oncologists • Surgeons • Radiologists	• *Professional associations:* European Society of Radiology (ESR), European Association for Cancer Research (EACR), European Cancer Organisation (ECO) European Association for the Study of the Liver (EASL), European Society of Breast Cancer Specialists (EUSOMA), the European Society of Breast Imaging (EUSOBI), European Society for Medical Oncology (EMSO) • *Journals:* Cancer Care Journal, Cancer Imaging Journal. • *Events:* European Cancer Summit, European Congress of Radiology (ECR).
Data managers & legal experts	• Data Protection Officers • Legal Officers • Imaging technicians • Medical informaticians	• *Professional associations:* European Society of Medical Imaging Informatics (EuSoMII), European Association of Global Bioethics. • *Journals:* International Journal of Medical Informatics, European Journal of Health Law. • *Conferences: Data & Ethics,* Medical Informatics Europe.

Industries & entrepreneurs	• Pharmaceutical • Biomedical software • Artificial intelligence • Medical imaging • Cancer treatment	• *Biotech exhibitions:* BIO-Europe, e-Health Annual Conference & Tradeshow, European Biotech Week. • *Biotech associations:* European Federation of Pharmaceutical Industries and Associations. • *Digital innovation hubs:* Pan-European Network of Digital Innovation Hubs, Barça Innovation Hub (BIHub).
Public agencies & policy groups	• Health technology assessment • Ethics of AI • Health agencies • Cancer foundations	• *White papers:* **FUTURE-AI** Guiding Principles for AI in cancer imaging (published). • *Regional agencies:* Catalan Agency for Health Quality Assessment (AQUAS), Regione Toscana. • *Advocacy groups:* EU's High-Level Expert Group on Artificial Intelligence, European Society of Radiology, European Cancer Organisation (ECCO).
Patients and the general public	• Cancer patients • Relatives and friends of cancer patients • General public	• Patient organisations: patient association groups – general and those for specific cancer types such as breast, liver and colorectal – such as the European Cancer Patient Coalition, the ESR Patient Advocacy Group, European Liver Patients' Association (ELPA), the European Breast Cancer Coalition Europa Donna, or through national patient organisations for various cancers • Online presence: Project website, Twitter, YouTube

4 Dissemination and communication plan

To achieve the project's dissemination objectives, each activity uses the appropriate channels to ensure the messages reach the intended audience. Dissemination channels range from scientific publications on recommended methodologies and emergent issues as identified by the project to general media for information intended for the general public.

To aid the execution of the dissemination strategy, a list of questions to guide the selection of dissemination channels and messaging was established in D7.2 to help shape the nature of the information that is disseminated.

These questions have been updated below, particularly regarding the benchmarking of the communication and dissemination performance and effectiveness:

- **What information are you communicating or disseminating?**
  - Overall project information and expectations to raise awareness
  - General project achievements, such as:
    - project events
    - completion of tasks, work packages, deliverables or and milestones
  - Specific project results, such as:
    - General summary of the results
    - Detailed information on the results
    - Methodology on how results were achieved

        - Best practices and information of how methods can be applied elsewhere
- **To whom do we need to communicate or disseminate this information?**
    - Relevant subset of stakeholders
        - Which stakeholders does this include?
    - Patients
        - A relevant subset of patients, or cancer patients in general?
    - General public
- **How does this information need to be shared?** *(multiple channels are possible)*
    - Via scientific publications in relevant journals
    - Via events, such as:
        - Presentations at national or international scientific meetings
        - Workshops
        - Online, live-streaming events
    - Via the project website
    - Via social media
    - Via newsletters
    - Via printed media such as:
        - Folders
        - Flyers
        - Posters
    - Via traditional media such as:
        - Press releases
        - Television
        - Printed advertisements or articles
- **Does the information need to be translated?**
- **When should the information be shared?**
    - As soon as possible after completion
    - At a specific date
    - Through regular/periodic updates
- **What is the intended level for the information? How far does the information have to be shared?**
    - Local
    - National
    - European
    - International
- **What is the goal for sharing this information? What impact should it have?**
    - Define the goal and intended impact for this communication or dissemination activity. Potential goals and impacts are:
        - Sharing new insights, workflows, procedures
        - Increasing awareness of specific issues
        - Sharing data
        - Sharing tools
        - Increasing number of users
        - Requesting contributions (data or software)
- **How will the performance/effectiveness of the communication and dissemination activity be measured?**
    - Define and set relevant performance indicators at specific times or intervals, such as:

- Reach (e.g., number of visitors, views, or impressions at a certain timepoint)
- Impact and engagement numbers (e.g., links, shares, open rates downloads, 'likes')

Based on the above questions and points to consider, the consortium can identify the unique needs of each communication/dissemination activity and tailor this to specific stakeholder groups. The planned activities will thus correspond to the specific needs of the audience, ensuring effective and efficient distribution of project information and a maximised impact.

Importance must be placed on the establishment of measurable performance indicators to assess the performance and effectiveness of the communication/dissemination activity.

4.1 Dissemination and communication activities

Having defined the stakeholders, the next step in the strategy is to define the content of the communication or dissemination activity, to whom it should be dissemination and how it should be disseminated to optimise impact.

As indicated previously, EuCanImage benefits from an exceptional team of institutions well-established in scientific and targeted dissemination, and which complement each other in EuCanImage, i.e. EIBIR (biomedical imaging), ESOI (oncologic imaging) and EACR (cancer research).

Additionally, the consortium includes highly cited senior researchers that will be able to support the communication and dissemination efforts with their experience [e.g., Alfonso Valencia/BSC: >58,000 citations); Gabriel Krestin/EIBIR (>50,000 citations); Aad van der Lugt/EMC (~50,000 citations); Philippe Lambin/UM (>32,000); Petia Radeva/UB (>8,000 citations)]. We take advantage of this know-how to generate the highest-quality of dissemination material and papers throughout the project

The communication and dissemination activities address one or more of the identified stakeholder groups (Table 1) to ensure that the dissemination objectives are achieved. Stakeholders are targeted using tailored dissemination approaches.

For any communication activity or dissemination of results, acknowledgement of the EC's funding will be included, either as a separate acknowledgement text or in the visuals including the EU emblem accompanied by the following text: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 952103."

4.1.1 Dissemination and communication tools and channels

Provision of information to a wide range of target audiences is crucial to increase the project's visibility and ensure uptake of the project's outcome and that the envisaged impact is reached.

To do so, several tools and channels are being exploited by the EuCanImage consortium.

Online magazines, newsletters, papers, and journals, as well as social media and other online and offline tools will be used to promote the project, project partners, project objectives, and results. The dissemination measures rely on the material (both electronic and print) developed by partners and implement the overall dissemination and communication strategies as outlined in this document.

Furthermore, the European Commission offers several dissemination and communication channels, which will be increasingly used as of the delivery of this report. These channels provide excellent opportunities to share information with other stakeholders – particularly other researchers, but also decision-makers and policy-makers, who are generally hard to reach.

These channels include:

- The EC's Research and Innovation Success Stories: success stories from EU-funded Research.
- CORDIS: Articles and publications highlighting research results.
- Horizon Magazine: news and features about science and research projects funded by the EU.
- Open Research Europe platform: open access, publishing platform with open peer review
- Horizon Results platform: platform for showcasing your research results
- Horizon Results Booster: Free consulting service
- European Standardisation Booster Service for EU Projects: supports projects contributing to standardisation
- Innovation radar: identifies high-potential innovations and assists in reaching the market with their innovation.

4.1.1.1 Visual identity and online presence

A visual identity and online for the EuCanImage project has been developed to facilitate clear and consistent communication. This includes a logo, website at www.eucanimage.eu, Twitter account at @EuCanImage, as well as a first explainer video.

All dissemination and communication activities have been and will be carried out building on this visual identity.

Please refer to D7.1 Visual identity, project website and EuCanImage video and the first communication and dissemination plan reported in D7.2 for more details.

All future non-restricted deliverables and reports, press items and other dissemination material will be added as they become available (and are accepted by the European Commission in the online portal). A list of scientific publications related to the project has also been made available with links to open access publications or copies in repositories.

Social media activities will, where possible, tie in with relevant European or global events in the fields of IT/AI, oncology, and medical imaging, such as the European Congress of Radiology ECR and the scientific meetings of EuSoMII, MICCAI, EuSoBI, ESUR, ESTI, ESGAR, ECCO, EACR, ESMO, and others, as well as online events such as World Cancer Day on February 4 and the European Week against Cancer. We will soon begin a new tweet series which will consist of partners' interviews to discuss advances made in the last two years of the project in different aspects of the projects (ELSI, use cases, platform, AI, etc) and what to expect in the next two years.

In addition to EuCanImage's direct channel, we will use partner's channels such as TCIA, BCN-AIM or BBMRI-ERIC to reach a wider audience.

A file was created by EACR to help monitor social media. Any mentions of the word "EuCanImage" is automatically added to the file collecting the following information: Date, username of tweet creator, tweet URL, tweet content and the number of followers of the account from which the tweet was posted. EACR also set up a social media scheduling tool to pre-schedule Tweets in advance which will ensure that the account will be regularly updated even in circumstances where one of the owners of the twitter account cannot fulfill his role.

4.1.1.2 EuCanImage videos to promote the project and highlight achievements

During the project's lifetime, two promotional videos were scheduled to be produced with general information about the project (delivered in M6) as well as highlighting specific achievements and hot topics tackled by the project. The videos have been made available on the project website, as well as on YouTube channel and will be disseminated widely on social media and at scientific events.

The first video, reported in D7.2, was a short animation to introduce the project and raise awareness, was completed and published (https://www.youtube.com/watch?v=kPTdnJuJCJk – see figure 1 for screenshots).

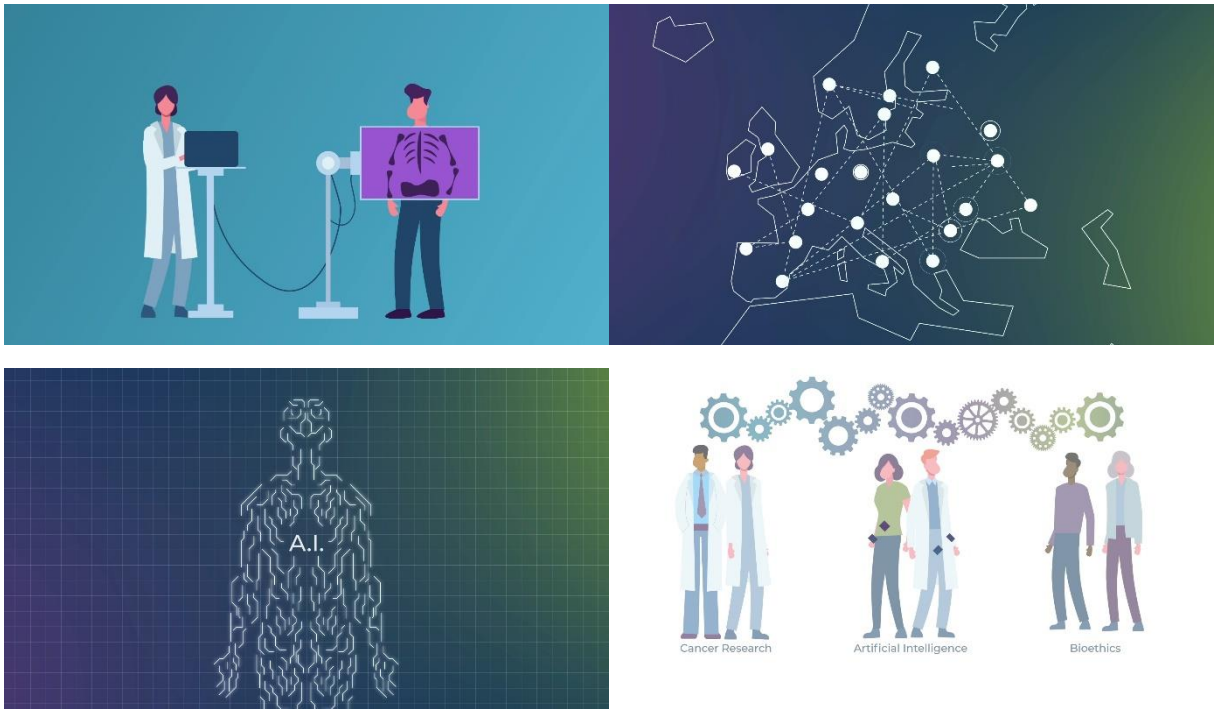

Figure 1: Screenshots of the first EuCanImage video

The intended audience of the animation is the general public, i.e., a lay audience. The overall look is based on the look and feel of the logo and website. A gender balanced approach (e.g., equal number of female and male scientist images) was applied.

A new EuCanImage video was produced, and ultimately published in M23. This video highlights specific achievements related to the important topic of data annotation. Screenshots of this video on data annotation are shown below in Figure 2.

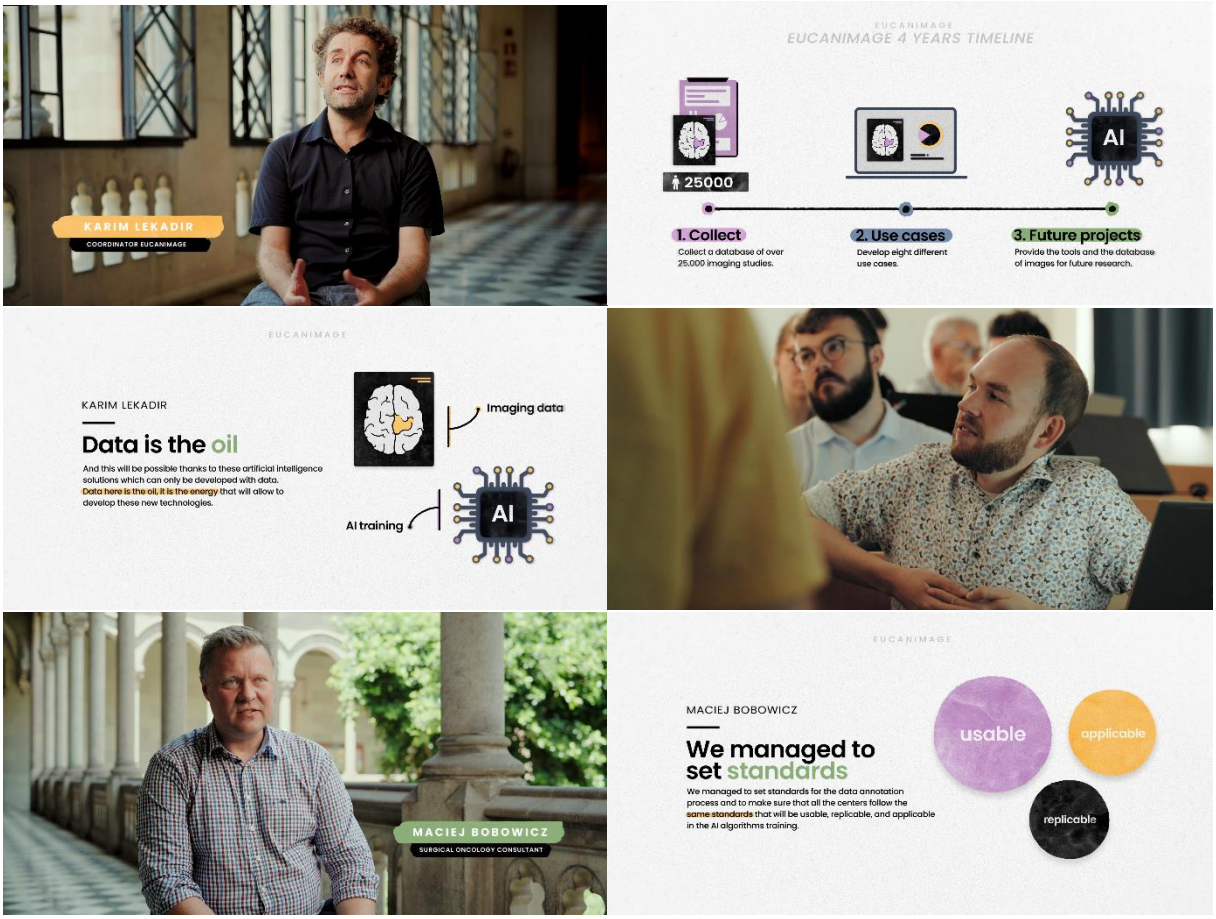

Figure 2: Screenshots of the second EuCanImage video

The video on data annotation highlights a specific hot-topic in the field, and shows how EuCanImage is working together as a unique consortium to tackle the challenges in data annotation.

The video introduces the importance of data annotation, the challenges and how EuCanImage addresses these challenges and contributes to European standards in this field.

Due to the complexity of this topic, a longer video was produced to better explain the topic and provide more information. The main video is nearly 8 minutes in length (7:51 minutes) and have been published on YouTube (https://www.youtube.com/watch?v=k4XMaHjiAaI - >215 views). A shorter version tailored for social media (1:25 minutes) was shared on Twitter (https://twitter.com/EuCanImage/status/1564632084580339718 - >900 views).

Future videos in the same style as the second video are being planned. There are not explicitly scheduled in the DoW, however due to the high impact and effectiveness in communicating difficult concepts, we are committed to producing further videos to explain and describe hot-topics.

4.1.1.3 Congresses, conferences, and public events

EuCanImage was and will be represented at relevant national, European, and international congresses, conferences, and public events. Partners will attend meetings relevant to their

expertise and role in the project and provide general information on the project and present (interim) results.

A list of examples of congresses or conferences where the results can be presented by the consortium members was included in D7.2.

EuCanImage workshops and webinars: As indicated in D7.2, given that the EuCanImage resource and AI environment will be completely new to the European community, three dedicated workshops with hands-on sessions are being organised during the project, not only to promote the platform in general, but also to attract potential new users and data contributors.

The first and third workshops will be organised by ESOI to target the oncologic imaging communities around M24 and M48, while the workshop around M36 will be organised by EACR to target the cancer research community at large. The exact date depends on the scheduling possibilities of the speakers, venues, competing events etc.

Due to the pandemic and varying travel regulations, plus a general change in meeting attendance and preference of attendees, we're always considering online-only events or hybrid events in addition to in-person workshops.

A first webinar was organised ahead of schedule by ESOI and EACR. This was held as an online event on November 2021 (M12) with speakers from ESOI, EACR, EuCanImage and other AI4HI projects. It highlighted the obstacles and opportunities for data sharing and AI in cancer imaging. The webinar was attended by 118 participants, and received an additional 80 on-demand views of recordings.

Planning for the workshop in M24 is completed, but due to scheduling difficulties the workshop itself is not hosted in M24 directly, but on November 17, 2022 in an online format. The programme is included below. It includes a number of presentations, followed by an interactive panel session, where the attendees can join the discussion. The programme is similar to the first workshop, ensuring recognisability and easing updates on certain topics.

EuCanImage – Second Webinar: Obstacles and avenues for data sharing and AI in cancer imaging: EuCanImage ESOI/EACR Webinar

- Introduction to EuCanImage
- Presentation 1 – CARING: Ethical and legal governance for data sharing & AI in cancer imaging
    - Panel Session 1
- Presentation 2 – HANDLING: Data anonymization and curation across clinical centres
    - Panel Session 2
- Presentation 3 – ANNOTATION: Obstacles and solutions for efficient and standardized data annotation in cancer imaging
    - Panel Session 3
- Presentation 4 – SHARING: Technical and organizational obstacles and solutions for secure data platform in cancer imaging
    - Panel Session 4
- Closing

4.1.1.4 Scientific publications and presentations

The EuCanImage consortium publishes its research results in high-ranking and relevant journals. A list of potential, high-impact journals for publication of results is listed in D7.2. In addition, publication in the European Commission's open access publishing platform Open Research Europe is always considered.

All scientific publications will be published open access, either through gold open access direct at the publisher, or through green open access with an author's manuscript being deposited in an open-access repository (institutional or public).

So far, EuCanImage has reported 25 publications (17 peer-reviewed, 8 non-peer-reviewed).

4.1.1.5 Suggested communication and dissemination channels

To share EuCanImage's research results and scientific messages listed above to the stakeholders defined in section 3, several dissemination channels have been identified and suggested in D7.2. This list is updated below in Table 2.

The project produces a broad variety of research advancements: (1) new clinical knowledge from the clinical use cases, (2) new imaging biomarkers, (3) new AI & computational tools, (4) new research data in cancer imaging, and (5) new guidelines (including on legal aspects, data sharing protocols, etc). As such, the main dissemination effort will be focused on sharing the scientific results by preparing peer-reviewed publications and their spreading through scientific dissemination events and activities (conferences, workshops, press releases), website and social channels.

The project partners make use of their established contacts and communication and dissemination channels to reach stakeholders. In addition, where appropriate, partners will also contact National Contact Points and relevant national government agencies or public bodies with information about the project.

Table 2: Updated EuCanImage dissemination channels

Channel	Description	Target group	Activity
BBMRI	BBMRI is a distributed research infrastructure including more than 90 Biobanks, biological resource centers (BRCs) and sample collections, located in whole Europe.	Medical scientists, researchers and clinicians, ICT scientists, researchers and technologists Public authorities.	Relevant results and outputs will be shared online in newsletters and by e-mail. EuCanImage findings will be presented at the BBMRI conferences and/or webinars.
EIBIR Network	EIBIR's network includes more than 60 clinical, research and industry members in the field of biomedical imaging research and related fields.	Scientific community, medical community, clinicians, medical industry	Relevant results and outputs will be shared online upon publication, and periodically in the EIBIR annual report and newsletters.

EIBIR Shareholders	EIBIR's 11 shareholder organisations are: CIRSE, COCIR, EANM, EFLM, EFOMP, EORTC, ESMRMB, ESPR, EuSoMII, EFRS, ESR	Scientific community, medical community, clinicians	Relevant results and outputs will be shared online upon publication, and periodically in the EIBIR annual report and newsletters. They will also be presented in shareholder meetings.
Europa Donna	EUROPA DONNA is a Europe-wide Coalition that facilitates the exchange and spread of pertinent information concerning breast cancer. There are currently 47 country members in the Coalition. Membership comprises patients, health professionals, breast cancer-related organisations and institutions, and women.	Patients and general public	Relevant results and outputs will be shared online and by e-mail.
European CanCer Organisation (ECCO)	Federation of member organisations working in cancer at a European level, including oncology professionals and patients to agree policy, advocate for positive change	Medical scientists, researchers and clinicians Public authorities	EuCanImage results may be presented in congresses, workshops and meetings as applicable depending on the topic/scope.
European Cancer Patient Coalition (ECPC)	The ECPC has over 450 members and is the largest European cancer patients' association. Covering all 27 European Union Member States, and many other European and non-European countries, they represent those affected by all types of cancers, from the rarest to the most common.	Patients and general public	Relevant results and outputs will be shared online and by e-mail.
European Society for Medical Oncology (ESMO)	ESMO is the leading professional organisation for medical oncology. With more than 25,000 members representing oncology professionals from over 160 countries worldwide, ESMO is the society of reference for oncology education and information.	Medical scientists, researchers and clinicians	EuCanImage results may be presented in congresses, workshops and meetings as applicable depending on the topic/scope.

European Society of Breast Imaging (EUSOBI)	EUSOBI is dedicated to support research and education of the best actual screening, diagnostic and interventional practice within the European breast radiology community and beyond, as well as to publicise these methods to patients. EUSOBI has >1,100 members, including radiologists and professionals, who have an interest in any aspect of breast imaging.	Medical scientists, researchers and clinicians, Medical industry	EuCanImage results may be presented in congresses, workshops and meetings as applicable depending on the topic/scope.
European Society of Gastrointestinal and Abdominal Radiology (ESGAR)	The European Society of Gastrointestinal and Abdominal Radiology is a not-for-profit, educational and scientific organisation, with radiologists working in close association with gastroenterologists, hepatologists, abdominal surgeons, pathologists, and other allied specialists. Its members have a special interest in the imaging and treatment of patients with diseases of the gastrointestinal tract and associated abdominal organs.	Medical scientists, researchers and clinicians Medical industry ICT scientists, researchers and technologists Public authorities	EuCanImage findings will be presented at the ESGAR congress in dedicated sessions and/or at a dedicated booth
European Society of Medical Imaging Informatics (EuSoMII)	The European Society of Medical Imaging Informatics (EuSoMII) is a non-profit healthcare organization that aims to connect radiologists, radiology residents, data scientists and informatics experts, also welcoming other specialties that use imaging such as pathology, dermatology and ophthalmology.	Medical scientists, researchers and clinicians Medical industry ICT scientists, researchers and technologists	EuCanImage results will be presented in congresses, workshops and meeting as applicable depending on the topic/scope.
European Society of Oncologic Imaging (ESOI)	The European Society of Oncologic Imaging is an apolitical, non-profit organisation, exclusively and directly dedicated to promoting and coordinating the scientific, philanthropic, intellectual and professional activities of oncologic imaging. ESOI brings together medical professionals from radiology as well as clinical specialties and allied sciences; oncologists and oncologic surgeons as well as nuclear medicine physicians and radiotherapists	Medical scientists, researchers and clinicians	EuCanImage results will be presented in congresses, workshops and meetings as applicable depending on the topic/scope.

European Society of Radiology (ESR)	The ESR has more than >122,500 members from 181 countries active in the field of radiology as clinicians and researchers. The ESR's annual meeting, the ECR, is attended, on average, by more than 20,000 visitors from industry and the clinical and academic community.	Medical scientists, researchers and clinicians Medical industry ICT scientists, researchers and technologists European medical societies	Relevant results and data will be shared online in periodic newsletters. EuCanImage findings will be presented at the ECR in dedicated sessions and/or at a dedicated booth
Medical Image Computing and Computer-Assisted Intervention (MICCAI)	The MICCAI Society strives to be a leading international forum for medical image computing, computer-assisted intervention, and medical robotics. The multidisciplinary nature of these research fields brings together clinicians, bioscientists, computer scientists, engineers, physicists, and other researchers who are contributing to, and need to keep abreast of, advances in the methodology and applications of these fields.	Medical industry ICT scientists, researchers and technologists, engineers Medical scientists, researchers and clinicians	EuCanImage results will be presented in congresses, workshops and meetings as applicable depending on the topic/scope.
RSNA (Radiological Society of Northern	The Radiological Society of North America (RSNA) is an international society of radiologists, medical physicists, and other medical professionals. It counts more than 54,000 members across the globe.	Clinicians, researchers, and industry	EuCanImage results may be presented in congresses, workshops and meetings as applicable depending on the topic/scope.

4.1.2 Main messages

In order to create a high impact, the main messages first defined in D7.2 will be widely shared with the appropriate stakeholders on a regular basis using the above-mentioned channels and tools. Ensuing results will be disseminated as soon as they become available.

For convenience and completion, the main messages, including minor updates, have been included again below.

Promote EuCanImage's cancer imaging resource:

- EuCanImage's cancer imaging data is an invaluable resource for clinical care advancements, decision-support and medical research.
- It is a precious asset for novel diagnostics.
- It is an indispensable resource for clinicians and researchers alike to obtain a growing cancer image database and facility for current and future use.
- It supports advancements in biomedical research, technology innovation and medical care relying on the use of existing and new image data.
- It helps the transaction towards predictive, personalized, preventive, and participatory (P4) cancer medicine.

Establish future AI and imaging research directions:

- Raise awareness on the powerful use of images in diagnostics.
- Share generated data and establish a data curation and sharing protocol.
- Point towards ideas for prevention and diagnostics, and clinical management.
- Setting new quality, legal and ethical standards for data-sharing.
- Reduce disparities due to social inequalities and low socio-economic status.
- EuCanImage follows the FUTURE-AI guidelines,
  - These guidelines facilitate the design, development, validation and deployment of trustworthy AI solutions in medicine

Increase trust and incentivise clinical image sharing:

- Demonstrate added value, benefits and safety of using AI in healthcare.
  - Explain six guiding principles of FUTURE-AI: Fairness, Universality, Traceability, Usability, Robustness and Explainability
- Support the IT research community for new software development by multimodal data, interdisciplinary collaboration tools, pipeline for clinical validation and benchmarking.
- Fueling the EU competitiveness in AI.
- Incentivize the debate on legal and ethical issues of data-sharing, storage and research use.
- Allow for interaction between clinicians and researchers to bridge gaps and foster better understanding.

4.1.3 Emphasis on communication with stakeholders

Emphasis will be placed on *communication* with stakeholders, instead a solely one-directional dissemination.

EuCanImage engages with stakeholders to gather their feedback on technical solutions though:

- Use of workshops to demonstrate the platform, seek users and contributors' feedback.
- Use of surveys to establish a network of image-based cancer researchers, clinicians and innovators.
- Use online webinars to illustrate project resources and use cases, technical features and system demo, and seek user's feedback.
- Organise focus groups with medical specialists in the field (radiologists, oncologists).
- Publish demos of the system in YouTube and elicit community feedback.

4.2 Collaboration with relevant projects and initiatives

Collaboration with other European projects and initiatives is a major focus in the project's dissemination and networking activities.

EuCanImage has formed the AI for Health Imaging (AI4HI) project cluster together with four other European projects with similar aims and objectives. It comprises:

- CHAIMELEON: Accelerating the lab to market transition of AI tools for cancer management *(led by Hospital Universitario y Politécnnico La Fe, ES)*
- INCISIVE: A multimodal AI-based toolbox and an interoperable health imaging repository for the empowerment of imaging analysis related to the diagnosis, prediction and follow-up of cancer *(led by Maggioli SpA, IT)*
- PRIMAGE: PRedictive In-silico Multiscale Analytics to support cancer personalized diaGnosis and prognosis, Empowered by imaging biomarkers *(led by Hospital Universitario y Politécnnico La Fe, ES)*

- ProCancer-I: An AI Platform integrating imaging data and models, supporting precision care through prostate cancer's continuum *(led by Foundation for Research and Technology Hellas, EL)*

AI4HI already liaises and collaborates on several levels, from strategic questions and a scientific exchange to joint dissemination endeavours. Regular meetings of Working Groups are held, this includes bi-monthly meetings between the dissemination managers of the projects to plan joint actions and update the other projects on upcoming dissemination activities. The aim is to disseminate the results of the projects even more widely and build strategic alliances for further collaborations and projects. Joint workshops with the AI4HI projects (or other relevant projects) are also a viable option.

The list below gives an overview of identified relevant projects, where common communication and dissemination activities are ongoing, planned or possible:

Table 3: Overview of relevant projects and initiatives

Project	Title	Description	Website
CHAIMELEON	Accelerating the lab to market transition of AI tools for cancer management	CHAIMELEON will set up an EU-wide structured repository for health imaging data as an open source for artificial intelligence (AI) experimentation in cancer management. **Part of the AI4HI cluster – joint activities ongoing.**	chaimeleon.eu
INCISIVE	A multimodal AI-based toolbox and an interoperable health imaging repository for the empowerment of imaging analysis related to the diagnosis, prediction and follow-up of cancer	The INCISIVE project's overarching objective is to enhance cancer diagnosis and prediction using AI and big data The consortium brings together 26 partners from 9 countries (Belgium, Cyprus, Finland, Greece, Italy, Luxemburg, Serbia, Spain and UK), each with significant research experience. **Part of the AI4HI cluster – joint activities ongoing.**	incisive-project.eu
PRIMAGE	PRedictive In-silico Multiscale Analytics to support cancer personalized diaGnosis and prognosis, Empowered by imaging biomarkers	The PRIMAGE project proposes an open cloud-based platform to support decision making in the clinical management of two paediatric cancers, Neuroblastoma (NB), the most frequent solid cancer of early childhood, and the Diffuse Intrinsic Pontine Glioma (DIPG) the leading cause of brain tumour-related death in children. **Part of the AI4HI cluster – joint activities ongoing.**	primageproject.eu

ProCancer-I	An AI Platform integrating imaging data and models, supporting precision care through prostate cancer's continuum	The ProCAncer-I project brings together 20 partners, including PCa centers of reference, world leaders in AI, and innovative SMEs, with recognized expertise in their respective domains, with the objective to design, develop, and sustain a cloud-based, secure European Image Infrastructure with tools and services for data handling. The platform hosts the largest collection of PCa multi-parametric (mp)MRI, anonymized image data worldwide (>17,000 cases), based on data donorship, in line with EU legislation (GDPR). **Part of the AI4HI cluster – joint activities ongoing.**	procancer-i.eu
RadioVal	International Clinical Validation of Radiomics Artificial Intelligence for Breast Cancer Treatment Planning	RadioVal is the first multi-centre, multi-continental and multi-faceted clinical validation of radiomics-driven estimation of neo-adjuvant chemotherapy response in breast cancer. **The project builds on the repositories, tools and results of five EU-funded projects from AI4HI.**	Not available yet – started in September 2022
EUCAIM	European Federation for Cancer Images	EUCAIM is a large-scale project deploying a pan-European digital federated infrastructure of FAIR cancer-related de-identified images. **This project was developed by the AI4HI cluster and recently awarded. It builds on the repository of EuCanImage, and other AI4HI projects.**	Not available yet – starting in January 2023
ODELIA	An Open Consortium for Decentralized Medical Artificial Intelligence	ODELIA will build the first pan-European swarm learning network that allows for privacy conserving training of medical AI algorithms with true democratic participation	Not available yet – starting in January 2023

5 Activity reporting

In the corresponding section 5 of the first dissemination and communication plan, an approach for the monitoring, reporting and evaluation of of all project-related outreach, communication, and dissemination activities was presented. This includes tables for reporting the publication of scientific papers, presentations at conferences and congresses, online dissemination activities via websites and social media, and collaboration and networking activities with other European projects and initiatives.

For each activity/tool, performance indicators have been defined to evaluate the performance of the activity. The exact numbers for each performance indicator differ from activity to activity.

Nevertheless, this deliverable includes general recommendations below, which are considered to be the minimum performance for these activities. In specific cases, the expected performance indicators will be higher.

To evaluate the activities carried out, the following key performance indicators have been defined:

Table 4: Performance indicators for dissemination and communication activities

Activity/Tool	Performance indicators	Minimum performance	Current performance *(if available)*
Website	• Unique visitors • Pages per visit	• 3,000 unique visits per year • >1 page per visit	• 2,906 units visits for 2022 *(incomplete period, likely to achieve)* • 10,518 pageviews and 4,112 unique pageviews (i.e., > 1 page/visit)
Social Media/Videos	• Frequency of posts • Follows • Impressions • Engagements (likes, comments, shares)	• 3 posts per months • 200 followers by mid-term • 400 followers by project end • 2% engagement rate	• Averaging 2-3 posts/month • 199 follows at mid-term
Printed material	• Number of items • Number of event attendees • Number of copies distributed	• At least 1 flyer, 1 roll-up/poster • Updates of print material at in year 3 to include results	• 1 Flyer to introduce the project/raise awareness • 1 Rollup to introduce the project/raise awareness
Newsletter	• Number of contacts • Open rate • Engagement rate (clicks)	• 500 contacts • 20% open rate • 1% engagement rate	
Press release	• Number of contacts • Number of views *(if reported)* • Number of take ups *(if reported)*	• At least 5 press releases (1 at start, then 1/year) • Distributed through at least 5 channels (press wires)	• 3 press releases published
Presentations	• Number of presentations • Number of attendees *(estimated)*	• 20 scientific presentations at project end	• High-profile presentation at the Dubai Expo 2020 as

			AI for Health panelist experts • Presentations at the European Congress of Radiology and World Congress of Bioethics. • Presentation at MICCAI 2022 in Singapore
Publications	• Number of publications • Number of citations	• 30 peer-reviewed publications by project end • 20 non-peer reviewed publications by project end	• 17 peer-reviewed publications • 8 non-peer-reviewed publications
Conferences and workshops	• Number of events • Number of attendees per event	• 1 event per year • 30-40 attendees for in-person events • 100 attendees for online events	• 1 online workshop in M12 with 118 participants and 80 on-demand views

6 Conclusion

The EuCanImage consortium has a comprehensive plan to actively engage in dissemination activities throughout the project. This deliverable is an update of the plan presented in Deliverable D7.2. The performance of the communication and dissemination activities will be reported in the Periodic Reports.

This plan will continue to be periodically reviewed in the monthly teleconferences of the partners involved in Work Package 7 and updated as needed.

The dissemination and communication activities will gradually evolve to contain more in-depth information as the project progresses, and tangible results become available. Using the strategy described in this document, the consortium is position to effectively disseminate and communicate its research output to maximise the impact.