Revolutionizing Spatial Biology with a cutting-edge Multi-Scale Imaging platform

Grant Agreement Nº 101136680

WP 5

D5.1: Plan for Dissemination and Exploitation

including Communication Activities

Lead Beneficiary: Laserlab-Europe AISBL (LLE-AISBL)

Due date of deliverable: 31.03.2024

Type and dissemination level: Report, Public

Funded by the European Union

nanoSCAN project is funded by the EU's HORIZON EUROPE programme under grant agreement number 101136680.

Table of Contents

List of tables

List of figures

About nanoSCAN

The nanoSCAN project aims to transform tissue analysis with a novel 3D spatial biology platform that provides crucial insights into cellular and tissue functions. Spatial biology visualises the interaction of molecules with their 3D environment, which is essential for cell and tissue screening. However, most spatial biology imaging technologies, based on wide-field microscopy, have limited spatial resolution and insufficient molecular profiling. A major obstacle to quantitative tissue imaging progress is the lack of a single instrument that can cover various complementary scales from tissue to molecule with high speed, high throughput, and high accuracy.

To address these limitations, the project develops a new imaging platform, the SAFe-nSCAN, which combines multi-scale optical microscopy solutions, from structured illumination microscopy for rapid cell and tissue inspection and classification to single-molecule localization microscopy techniques for deeper and higher nanoscopic 3D information over preselected regions.

The consortium consists of academic partners who develop the technology, a non-profit association that will facilitate beta testing and promote the technology, and an SME that will bring molecular resolution spatial biology to the market.

Executive summary

This deliverable provides the initial strategy and action plan for the dissemination and exploitation of nanoSCAN's results together with its communication activities. The document gives an overview of the aims of the strategy, following its main goal to raise awareness for the project's activities and results in order to maximise its impact.

The plan is the baseline for the coordination of all activities of the project and its partners in order to generate synergies and ensure an efficient dissemination, exploitation and communication. It comprises the objectives of the project, an overview of the target groups as well as the tools and channels used for the dissemination, exploitation and communication, and a list of key performance indicators for the continuous monitoring of the project.

The document functions as a guide for all project partners and will be constantly updated throughout the project lifespan.

1 Introduction

The present “Plan for Dissemination and Exploitation including Communication activities” gives an overview of the aims of nanoSCAN’s dissemination, exploitation and communication activities. It will outline the objectives and the project’s target groups, define the types of activities and provide criteria for the selection of activities to help define the measures to be implemented while also presenting concrete activities and publications.

This plan aims to achieve the greatest possible visibility, accessibility and promotion of the nanoSCAN project and its results during the grant period and beyond. Therefore, dissemination, exploitation and communication activities will be carried out through a range of tools and methods, which will be further described within this document. The present plan includes the following specific strategic objectives:

- to identify the target audiences;
- to promote the added value of the ground-breaking technology among the different target audiences;
- to reach potential users and foster their active interest in the project.

The difference between dissemination, exploitation and communication determines the underlying strategies:

- **Communication** aims to inform, promote and communicate the project’s activities and results while reaching out to and engaging with multiple target groups from project start to finish.
- **Dissemination** focuses on making the project’s results public in scientific magazines, at conferences or via databases, not only to scientists but to everyone who can learn from the results, as soon as the project delivers results.
- **Exploitation** targets concrete use of the project’s results by researchers, the industry or policymakers, as soon as the project has produced exploitable results, which is expected rather during the second half or towards the end of the project.[1]

[1] https://ec.europa.eu/research/participants/docs/h2020-funding-guide/imgs/quick-guide_diss-expl_en.pdf (20 February 2024)

2 Objectives

2.1 Aim of the dissemination and exploitation strategy

The main and general objectives of the project's dissemination and exploitation activities are to create transparency and visibility of the project results (dissemination) so that all interested parties can make use of the results (exploitation).

To reach the above-mentioned strategic objectives, a set of concrete actions for dissemination and exploitation for the different target groups has been foreseen:

Target group	Activities
Scientific community	• Communication with other networks and forums in different fields including the Laserlab-Europe network • Presentation at conferences and workshops on biomedical optics (e.g. Optica Biophotonics, Photonics West BiOS, Focus On Microscopy) • Publication in peer-reviewed biomedical, optics, healthcare, and clinical journals with open access practices • Topical workshops • Final workshop promoting the results of the project
Specialised audience (healthcare)	• Networking with healthcare stakeholders (associations, hospitals and medical research organizations) • Active involvement of stakeholders in topical joint workshops • Production of targeted information material • Final workshop promoting the results of the project
Manufacturers, distributors, investors	• Establish contacts with investors, distributors, industrial end users • Presentations at industrial events /trade fairs, e.g. Photonics West • Final workshop promoting the results of the project
General public	• Dedicated website • LinkedIn and Twitter account • Use of the existing social media channels of all the partners (LinkedIn, Twitter, Facebook and YouTube) • Press releases and newspaper articles

Table 1 - Set of concrete actions for dissemination and exploitation

Apart from scientific and technological results, the project will lead to increased knowledge and new skillsets of the participating personnel. To maximise the project results related to knowledge / skillset

generation, the consortium will implement topical workshops.

Moreover, the partners will organise a final workshop with the results of the project. This event will enable the exchange of ideas with other ongoing academic and industrial research, allow for the identification of synergies and assure coherence with European research activities.

2.2 Aim of the communication activities

The overall communication objective is to build a community, facilitating the exchange of information among all consortium partners as well as to identify, address and engage with the different target groups through targeted communication and services.

The specific goals of the communication plan are:

- to ensure a coordinated, regular communication, providing appropriate visibility to all target groups, with the adequate narrative;
- to maximise the impact of the project outcomes;
- to engage all target groups to maximise the visibility of the project's outcomes and impact;
- to identify suitable marketing activities, including the project's website, the use of social media, promotional materials, etc.

A set of materials for the project (visual identity, PowerPoint presentation templates, and printed items such as a brochure or flyers) has and will be developed to increase the project's visibility from its start, for both internal and external communication use.

All consortium members will actively communicate the project results to all possible audiences, specialised or general, through their communication offices who will liaise to develop a unified communication strategy using the tools mentioned above.

3 Methodology and workflow

3.1 Work organisation

This document aims to provide a framework for the dissemination, exploitation and communication of the project's outputs in a unified manner.

Internal communication

Internal communication ensures that the involved staff becomes knowledgeable and able to carry out tasks required to deliver the project, whilst also promoting and informing their colleagues and associates. Day-to-day internal project communication relies on email distribution lists as well as electronic document sharing and archival in the collaboration tool Microsoft Teams provided by Abbelight.

External communication

To ensure the quality and the coherence of the messages shared, as well as their suitability (no confidential information, no information that precludes the possibility to exploit or disseminate results), all non-scientific communications (e.g. press releases) have to abide by the rules for communication, see Annex 1.

Role of the consortium partners

All project partners take an active role in the dissemination, exploitation and communication activities. Their contribution is important and crucial for the success of the strategy.

3.2 Target groups and key messages

Effective dissemination, exploitation and communication can only be realised when the right message at the right time is delivered to the right target audience. Therefore, knowing whom to target with which message and content is essential.

The following table describes the different target groups with their appropriate key messages:

Target group	Key message
Scientific community	• Breakthrough development of nanoscale imaging platform for optical section • Enables subcellular resolution for spatial biomarker imaging • Adaptable for other applications, such as genomics imaging
Specialised audience (healthcare)	• Breakthrough improvements in spatial biology neurobiology and immuno-oncology • Technology improves efficiency of cancer immunotherapy
Manufacturers, distributors, investors	• Highlight the market potential of the ground-breaking technology developments
General public	• Highlight the benefits of the new technology for the general public

Table 2 – nanoSCAN's target groups with their appropriate key messages

3.3 Results and IPR

A detailed strategy on the protection and management of the Intellectual Property Rights (IPRs) generated during the project will be given in D6.4 by the end of month 24. nanoSCAN will protect results that may lead to innovations, establish a documentation management system to maintain confidentiality, and monitor opportunities and threats for exploitation. This will create barriers to entry for competitors, and strengthen nanoSCAN's competitiveness. The project will also enforce brand protection.

Results are owned by the Party that generates them. **Joint ownership** is governed by Grant Agreement Article 16.4 and its Annex 5, Section Ownership of results, with the following additions, as agreed in the Consortium Agreement:

In the case that Results are generated by two or more Parties, and for which it is impossible to segregate each Party's intellectual contribution to the creation of such results, shall be referred as "Jointly Owned Results". The contributing Parties (the "Joint Owners") own the "Jointly Owned Results". The Joint Owners shall enter into negotiations as soon as reasonably possible and in any case within a ninety (90) calendar days period following the date of generation of the Jointly Owned Results, to conclude an agreement (the "Joint Ownership Agreement In the Joint Ownership Agreement the Joint Owners will establish the necessary provisions for allocating, protecting, managing, exercising, commercializing, licensing' further developing and exploitation of Jointly

Owned Results (including the profits obtained from the exploitation).

Each of the Joint Owners shall be entitled to use their Jointly Owned Results for internal non-economic research and teaching activities on a royalty-free basis, and without requiring the prior consent of the other Joint Owner(s) however always be in compliance with the provisions regarding confidentiality and publications in this Agreement, and;

Any other use of the Jointly Owned Results is allowed only if it is according to the Joint Ownership Agreement.

In the case that Results are generated by two or more Parties, the contributing Parties (the "Joint Owners") own the Results jointly (the "Jointly Owned Results"). The share of each of the joint owners to the jointly owned Results shall be defined between the co-owners according to the inventors` shares. The Joint Owners shall enter into negotiations as soon as reasonably possible to conclude an agreement (the “Joint Ownership Agreement”), in which the Joint Owners will establish provisions for allocating, protecting, managing, exercising, commercializing, and further developing the Jointly Owned Results.

For the sake of clarity, two or more beneficiairies own results jointly if:

(a) They have jointly generated them and

(b) It is not possible to

(i) Establish the respective contribution of each beneficiary or

(ii) Separate them for the purpose of applying for obtaining or maintaining their protection (see Article 27 of Grant Agreement)

In case of the transfer of material, technical and benchmark data necessary to generate the Results, a Material Transfert Agreement will be established between the Parties concerned.

Unless otherwise agreed:

Each of the Joint Owners shall be entitled to use their Jointly Owned Results for internal non-commercial research and educational activities on a royalty-free basis, and without requiring the prior consent of the other Joint Owner(s) however always be in compliance with the provisions regarding confidentiality and publications in this Agreement, and;

- Each of the joint owners shall be entitled to otherwise Exploit the jointly owned Results and to grant non-exclusive licenses to third parties (without the right to sub-license), if the other joint owners are given: a) at least 45 calendar days advance notice; and b) fair and

reasonable compensation

The Joint owners shall agree on all protection measure and the division of related cost in advance. Any other use of the Jointly Owned Results is allowed only if it is according to the Joint Ownership Agreement.

Regarding the **transfer of results**, the following rules apply:

Each Party may transfer ownership of its own Results, including its share in jointly owned Results, following the procedures of the Grant Agreement Article 16.4 and its Annex 5, Section Transfer and licensing of results, sub-section “Transfer of ownership”.

Each Party may identify specific third parties it intends to transfer the ownership of its Results to in Attachment (3) of this Consortium Agreement. The other Parties hereby waive their right to prior notice and their right to object to such a transfer to listed third parties according to the Grant Agreement Article 16.4 and its Annex 5, Section Transfer of licensing of results, sub-section “Transfer of ownership”, 3rd paragraph.

The transferring Party shall, however, at the time of the transfer, inform, by written form, the other Parties of such transfer and shall ensure that the rights of the other Parties under the Consortium Agreement and the Grant Agreement will not be affected by such transfer. Any addition to Attachment (3) after signature of this Consortium Agreement requires a decision of the General Assembly.

The Parties recognise that in the framework of a merger or an acquisition of an important part of its assets, it may be impossible under applicable EU and national laws on mergers and acquisitions for a Party to give at least 45 calendar days prior notice for the transfer as foreseen in the Grant Agreement.

The obligations above apply only for as long as other Parties still have - or still may request - Access Rights to the Results.

4 Tools and channels

The tools and channels used for dissemination, exploitation and communication are the means for transporting specific messages to the before-mentioned target groups, with the aim of reaching the objectives of the nanoSCAN project. To maximise the impact of the dissemination, exploitation and communication activities, the different target groups should be reached via the most appropriate

channels. These channels vary depending on the expectations of the audience, as well as on the level of complexity, importance and content of the message to be communicated.
In addition to the project's own channels, the consortium partners will use their communication channels, including social media channels, to disseminate key information and news about the project itself or about the obtained results to their staff, to their users, to other researchers, stakeholders, funders, governance bodies and to the general public.

4.1 Visual identity

The visual identity of the nanoSCAN project was developed at the start of the project in order to maximise the impact of the dissemination and communication activities. Its overall aim is to create a clearly identifiable and easy to recall image of the project to support communication and dissemination activities, such as publications and all types of written as well as visual communication about ongoing and completed research activities.

The project's visual identity consists of the project logo, colours, fonts and templates that are to be used on all communication and dissemination materials representing the project.

The design of the logo was guided by the symbolic representation of the content of the project with a focus on the following key words: cell, tissue, structured light.

The logo (see Figure 1) will be used in all communication materials (press releases, presentations, written deliverables, etc.) to increase the visibility of the project. Depending on where the logo will be used, there are several versions available, as shown in Figure 2 and 3.

Figure 1 – nanoSCAN logo

Figure 2 – Negative version of the nanoSCAN logo

Figure 3 – Black and white version of the nanoSCAN logo

The chosen primary colours and corresponding hex codes are indicated in Figure 4. The colours are an important part of the visual identity and support the idea of an easily identifiable logo. Moreover, the primary colours are used in the design of the website and will be used in all communication materials.

#017CBF #017CBF

Figure 4 – nanoSCAN primary colours

4.2 Website

The nanoSCAN website (www.nanoscan-project.eu) is one of the project's main tools for overall project exploitation, dissemination and communication, as it is usually the first point of contact for anyone interested in the project.

The design of the website reflects the main principles of usability, clarity, and simplicity in order to provide the general public, stakeholders and interested end users with easy access to information about the nanoSCAN project. The website operates using WordPress with the Kubio editor, which is a visual drag and drop page builder. It is fully responsive, allowing smooth user navigation from

tablets and smartphones. The website will be continuously maintained and updated by LLE, as new results and actions related to the project emerge.

The website provides an overview of the nanoSCAN project, including its objectives, project partners and information on the performed research. Project outputs will also be promoted in the news section of the website. Links to the project's social media channels are provided.

The look of the nanoSCAN website is currently as shown in Figure 5 and follows the visual identity of the project. The main page provides a brief summary of the nanoSCAN project, including project numbers and an overview of all project partners. It will also display the latest project news.

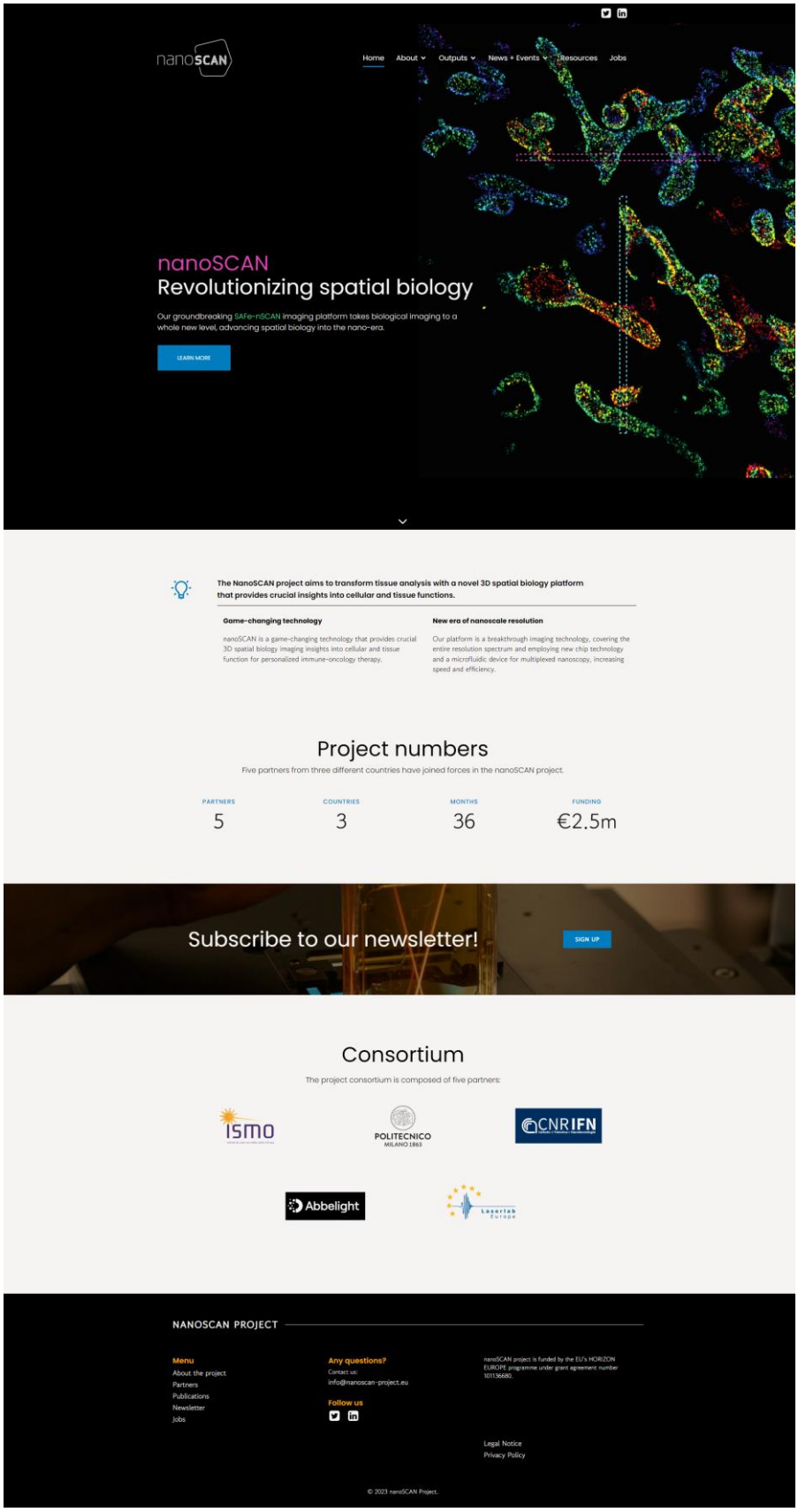

Figure 5 – Screenshot of the front page of the nanoSCAN website

The nanoSCAN website has a number of subpages designed to communicate the different aspects of the project to a wide audience. The subpages are as follows:

- **ABOUT** (Our goal, Meet the partners): A general description of the project, its vision and challenges as well as objectives are presented here. An overview of the project partners is given, with links to their websites for further information.
- **OUTPUTS** (Publications, Deliverables): This section will contain all scientific publications, posters and presentations as well as all publicly available deliverables.
- **NEWS+EVENTS** (News, Events): This section will provide any news and events related to the nanoSCAN project.
- **RESOURCES:** This menu item will provide access to all dissemination materials related to the project (logo, templates, etc.).
- **JOBS:** Job vacancies related to the project from the partners will be published here.

The footer is fixed on all pages and displays a short version of the menu, the social media icons, a link to the privacy policy statement and legal notice as well as a statement and logo acknowledging the funding received from the EU.

4.3 Social Media

Social media play an important role in raising awareness of the nanoSCAN project among target audiences and in enabling participation and interaction. To this end, LLE has set up a Twitter/X account at @nanoSCANproject and a LinkedIn account at linkedin.com/company/nanoscan-project.

Both social media accounts will be used to announce news and events as well as job vacancies, thus allowing for further communication of relevant project updates, increasing the public visibility of the project and enabling direct communication with the target audience. In addition to the nanoSCAN social media accounts, the accounts of the project partners will be used to further disseminate the content of the project.

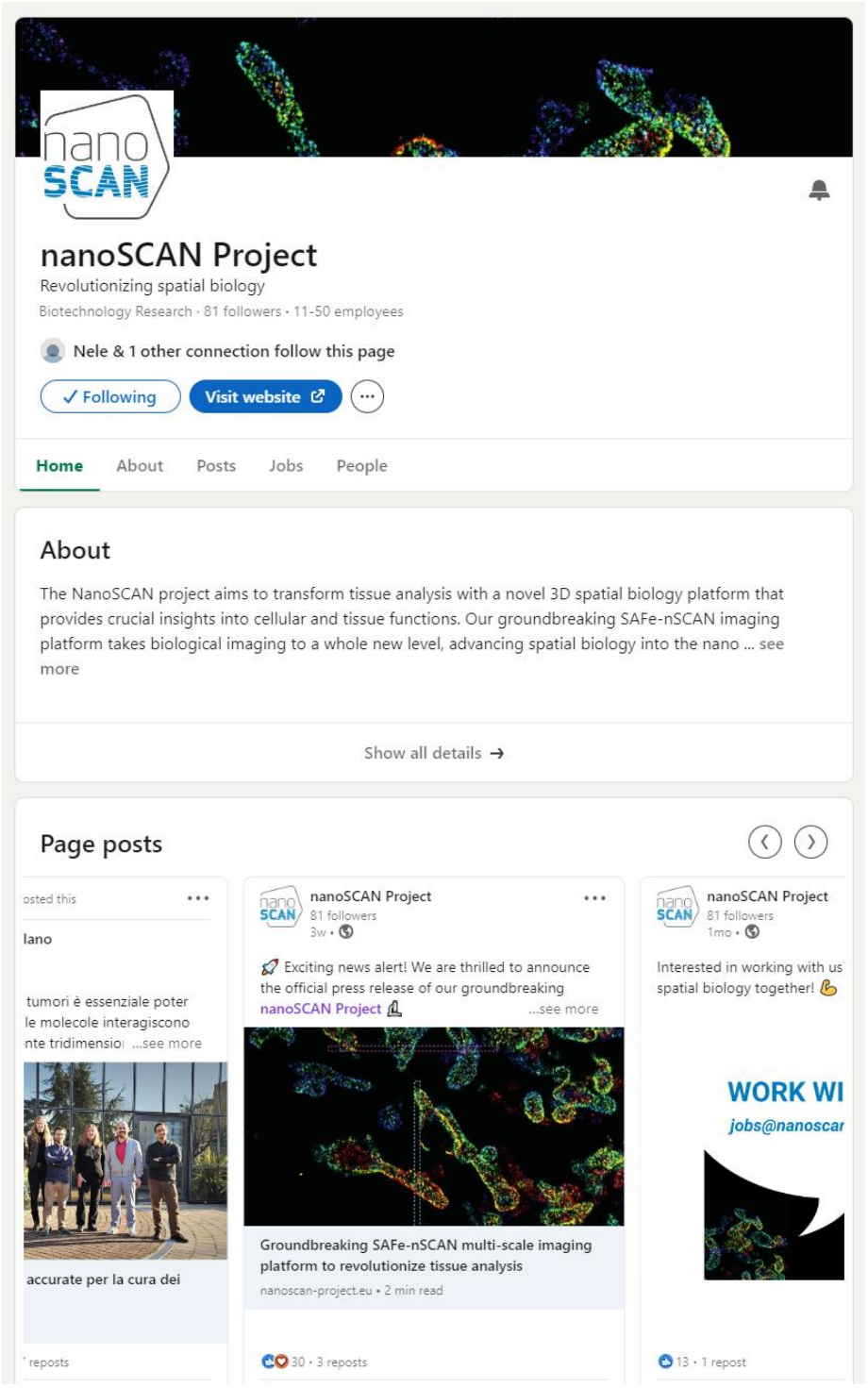

Figure 6 – nanoSCAN's LinkedIn profile

4.4 Press releases

The consortium has issued a press release at the project launch, shown in Figure 7. The project will release additional press releases whenever the project has reached a significant milestone or exceptional scientific impact.

All press releases produced will aim at a clear and precise language, giving interesting insights and using a catchy title and language to grab the reader's attention. Press releases use the specific template with the project's logo and visual identity. Their objective is to raise awareness for the project and foster follow-up website visits.

Groundbreaking SAFe-nSCAN multi-scale imaging platform to revolutionize tissue analysis

With its game-changing technology, the nanoSCAN project will provide crucial 3D spatial biology imaging insights into cell and tissue function, improving the effectiveness of cancer immunotherapy by identifying the best therapy for a patient. The project will receive around 2.49 million euro funding from the European Innovation Council programme.

Spatial biology visualises the interaction of molecules with their 3D environment and is essential for cell and tissue screening as used in cancer therapy. However, most spatial biology imaging technologies are lacking spatial resolution and the ability to perform quantitative molecular profiling. Another major obstacle to progress on quantitative tissue imaging is the lack of a single instrument that can cover multiple complementary scales from tissue to molecule with high speed, high throughput and high accuracy.

To overcome these limitations, five partners, coordinated by the French CNRS (Centre national de la recherche scientifique), joined forces in October 2023 to develop an imaging platform called SAFe-nSCAN. The innovative platform will combine multi-scale optical microscopy solutions, from structured illumination microscopy for rapid inspection and classification of cell and tissue to single-molecule localisation microscopy techniques for deeper and higher nanoscopic 3D information over pre-selected regions.

The new SAFe-nSCAN imaging platform will be the first solution to cover the entire length spectrum from tissue to sub-molecule in a single instrument (mm to nm) and to provide imaging at multiple scales, from widefield to structured illumination to single molecule localisation microscopy. It will also use a new chip technology and a microfluidic device for multiplexed nanoscopy, increasing speed and efficiency.

Figure 7 – nanoSCAN's first press release on the project start

4.5 Publications and open access

Given the innovative nature of the research topics, the project findings and results will be published in scientific journals and will also be easily available on the website of the project in order to share the developments within the relevant scientific communities. Outstanding publications will also be promoted through the nanoSCAN social media channel and news page.

The results will also be disseminated through community-centred media, such as the Laserlab Forum and other specific magazines and newsletters.

The project results will also be presented at conferences and networking events.

Open access to the publications and related data will be assured. The project's website will comprise a database for publications resulting from the project, including DOI references for easy access. The nanoSCAN consortium considers open science as a crucial facilitator for accelerating research impact by ensuring transparency of research, research integrity, and the transfer of knowledge to industry and to society in general. Therefore, nanoSCAN will ensure that the open access requirements are broadly known and will strongly encourage compliance by all partners.

In addition, a suitable data management plan (DMP; Deliverable 6.1) is produced and updated regularly. The data management plan considers data ownership, curation, archiving, and takes into account FAIR data practices.

4.6 Promotional materials

Flyers and brochures

Promotional materials like flyers and brochures will be generated for focused and effective communication, dissemination and engagement outcomes. These will include general information on the nanoSCAN project: a short description of the project, its aims and goals, expected outcomes, and the partners' logos. It will be the main dissemination material to stakeholders and at events.

Presentation

In order to provide a homogeneous image of the project to the external audience, a standard presentation of the project was prepared as part of the presentation template to be used by all partners in internal meetings and external events.

The presentation introduces the project as well as the consortium. It also provides all the information to access the project's website and contact details of the project's representative. The presentation will be updated regularly in order to reflect the activities performed and the achieved results.

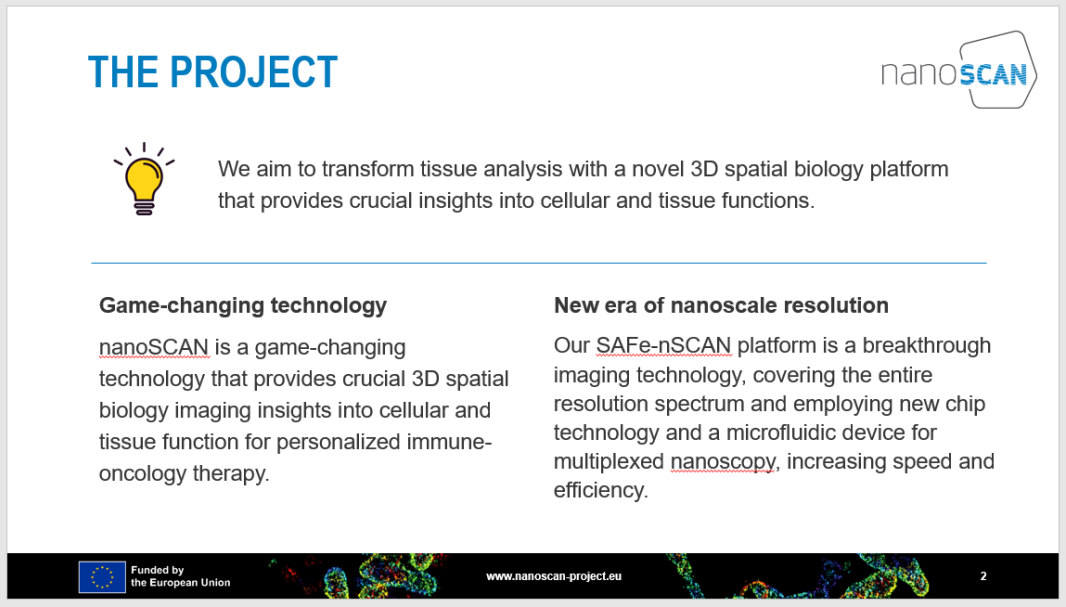

Figure 8 – Screenshot of nanoSCAN's presentation

4.7 Events

Consortium-internal events

The consortium will meet regularly to ensure community building and a regular sharing of knowledge and expertise throughout the consortium. Table 1 provides a complete list of internal meetings and events.

Scientific events

Scientific events, like conferences or targeted workshops, will be addressed and attended where appropriate by nanoSCAN's partners. There, presentations and talks on major results will be given with the aim of disseminating the results within the scientific community.

These actions will allow involving the project's stakeholders to widely disseminate its outputs while engaging with the main target groups, as well as collecting comments and advices for a further fine-tuning of the project.

The website will also include a calendar with the most relevant scientific events in relation to the nature of the project. In addition, new events, where one of nanoSCAN's partners will take part, will be published in this calendar.

Workshops and Staff Exchange

To maximise the project results related to knowledge / skillset generation, the consortium will implement topical workshops and short-term staff exchange.

The following table gives an overview of the meetings and events scheduled in nanoSCAN:

Meeting	Frequency
Kick-off meeting	Once, month 3
Technical review meetings	3x, months 13, 25, 36
WP leaders meetings	Every two months, online
Progress meetings	Every six months
Consortium meetings	Annually
Topical workshops	tbd
Final workshop	Once, end of project

Table 3 – List of events

5 Evaluation

The results of the dissemination, exploitation and communication strategy will be constantly monitored in order to assess their effectiveness and progress and identify and formulate change requirements where necessary. The following Key Performance Indicator (KPIs) have been identified:

Tool	KPI
Website	• Number of visitors • Pages visited • Average time spent on the website
Flyer/Brochure	• Number of copies distributed
Publications	• Number of scientific publications
Presentations at conferences	• Number of conferences and workshops attended
Press releases	• Number of press releases
Social Media	• Number of followers on LinkedIn • Number of LinkedIn posts

Table 4 – Key Performance Indicators on communication activities

6 Conclusion

In this document, a detailed description of the dissemination, exploitation and communication strategy and plan, methodology and main actions to be developed during the life of the project are described.

Nevertheless, this plan is a living document and will be adapted considering the needs of the project in each phase. As the project evolves, it may be necessary to refine the plan, e.g. by providing more details on planned events, communication channels etc., or to refine the strategy in other ways.

7 Annexes

7.1 Communication Guidelines

The purpose of this set of guidelines is to help all partners to present nanoSCAN in the most effective and clear way possible, and to maximise the outcome of the communication strategy. To this end, we invite all partners to:

1. Inform Laserlab-Europe (LLE) AISBL in advance when presenting nanoSCAN in any online or physical event.
2. Notify LLE-AISBL when you wish to publish news on the nanoSCAN channels (website, twitter, linkedin).
3. Notify LLE-AISBL if you find an event that you consider relevant to the objectives of nanoSCAN.
4. Share the nanoSCAN website and social media with all your relevant networks in order to maximise the outreach of nanoSCAN.
5. Always use the logos and templates provided for all PowerPoint presentations, Word documents and other materials.
6. If you come across any articles in the press (online or offline) on nanoSCAN, please send a copy or the url to LLE-AISBL.

Rules for Non-Scientific Communication

Each nanoSCAN partner is entitled to communicate about its participation in the project through non-scientific channels, such as press releases or social media posts, on already published information.

Procedure for Press Releases

To ensure a unified communication strategy, the releasing party shall transparently inform about its plans and give the other partners enough time to raise objections:

- Provide the text of the press release to all partners via all@nanoscan-project.eu
- All partners have the opportunity to notify the disclosing party of any objections within 7 working days of receiving the information.
- If no-written objection is received, the disclosing party is entitled to proceed.

European Flag and Funding Statement

The following acknowledgment has to be included in all communication activities of the beneficiaries. For details see: https://rea.ec.europa.eu/communicating-about-your-eu-funded-project_en

nanoSCAN project is funded by the EU's HORIZON EUROPE programme under grant agreement number 101136680.

Disclaimer

All communication activities of the beneficiaries related to the action must include the following disclaimer:

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Commission. Neither the European Union nor the granting authority can be held responsible for them.