

DELIVERABLE 9.1

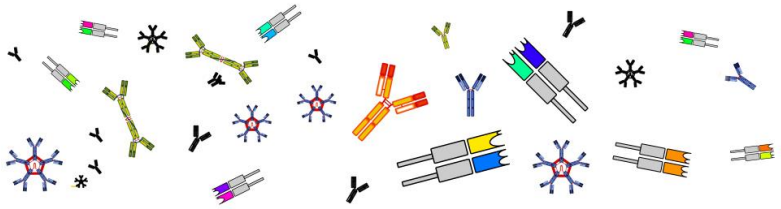
COMMUNICATION PLAN

WORK PACKAGE NUMBER: 9

**WORK PACKAGE TITLE: DISSEMINATION, COMMUNICATION AND VISIBILITY
REPORT**



This project is funded by the European Union's H2020 Research and Innovation Programme under Grant Agreement No. 825821 and Canadian Institutes of Health Research (CIHR)



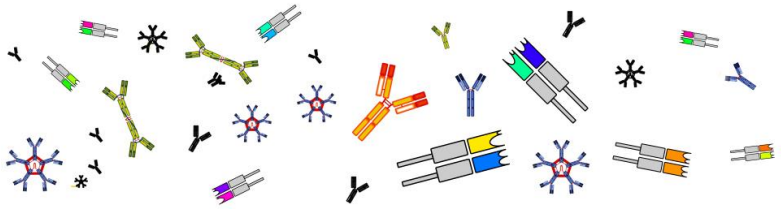
Document Information

iReceptor Plus Project Information	
Project full title	Architecture and Tools for the Query of Antibody and T-cell Receptor Sequencing Data Repositories for Enabling Improved Personalized Medicine and Immunotherapy
Project acronym	iReceptor Plus
Grant agreement number	825821
Project coordinator	Prof. Gur Yaari
Project start date and duration	1 st January, 2019, 48 months
Project website	http://www.ireceptor-plus.com

Deliverable Information	
Work package number	9
Work package title	Dissemination, Communication and Visibility
Deliverable number	9.1
Deliverable title	Communication Plan
Description	A communication and dissemination plan will be finalised defining key messages, positioning statements and target audiences, and selecting appropriate tools and channels (including relevant conferences and events) to meet the information needs of the target audiences
Lead beneficiary	Interteam
Lead Author(s)	Mr. Dan Gerstenfeld
Contributor(s)	Ms. Bracha Ehrman



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0.1	19/3/2019	Initial draft	Mr. Gerstenfeld
0.2	31/3/2019	updated	Ms. Ehrman

Approvals				
	Name	Organisation	Date	Signature (initials)
Coordinator	Dr. Gur Yaari	Bar Ilan University	31 Mar, 2019	GY
WP Leaders	Mr. Dan Gerstenfeld	Interteam	31 Mar, 2019	DG



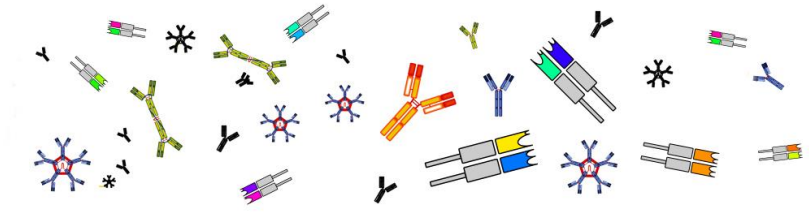
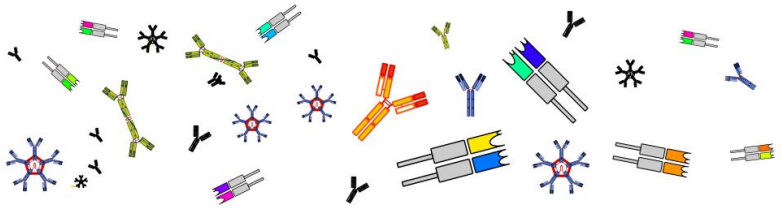


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Executive Summary

The iReceptor Plus Communication and Dissemination Plan sets out the strategy to maximise the impact of the iReceptor Plus project, to increase its visibility, and to ensure that project results reach a wide audience of relevant stakeholders. Importantly, all partners are ambassadors of the project and are involved to different degrees in the communication and dissemination efforts.

The communication and dissemination plan addresses the following elements:

- Purpose (“why?”)
- Messages (“what?”)
- Key audiences (“who?”)
- Methods (“how?”)
- Time (“when?”)

These are all described in the Communication and Dissemination Plan.

Purpose (“why?”)

iReceptor Plus aims to promote human immunological data storage, integration and controlled sharing for a wide range of clinical and scientific purposes.

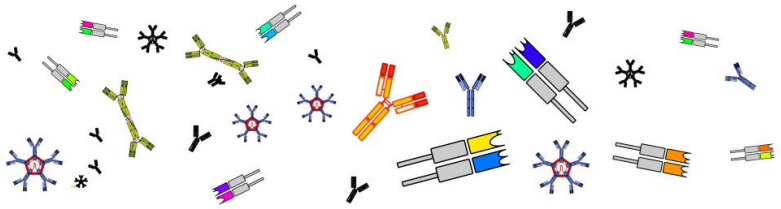
The four-year project will develop an innovative platform to integrate distributed repositories of Adaptive Immune Receptor Repertoire sequencing (AIRR-seq) data. This information will be used for enabling improved personalized medicine and immunotherapy in cancer, inflammatory and autoimmune diseases, allergies and infectious diseases.

iReceptor Plus will enable researchers around the world to share and analyse huge immunological datasets taken from healthy individuals and sick patients that have been sequenced and stored in databanks in multiple countries.

In particular, the iReceptor Plus project will benefit:

- Drug and vaccine design
- New therapeutic approaches
- Biomarkers for diagnosis and prognosis





The aims of the communication and dissemination activities of the iReceptor Plus project are to ensure information about the project's objectives and results are effectively disseminated to relevant audiences.

Message (“what?”)

The overall objective of the iReceptor Plus project is to promote human immunological data storage, integration and controlled sharing for a wide range of clinical and scientific purposes. The project will expand iReceptor, an innovative platform that integrates massive distributed repositories of Adaptive Immune Receptor Repertoire sequence (AIRR-seq) data (antibody/B-cell and T-cell receptor data).

In the early stages of the project, dissemination will focus on general messages explaining potential benefits of application the iReceptor Plus platform.

As project results become available, specific messages on the project's progress and achievements will be produced for each outreach activity and will be adapted to be accessible and understood by each of the relevant target audiences listed below.

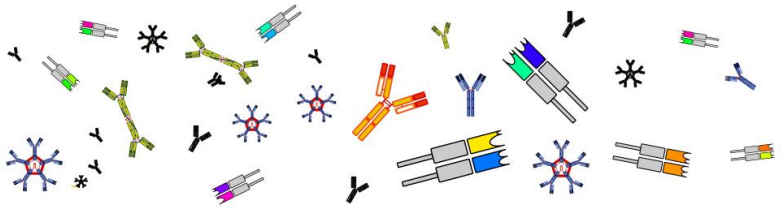
Key audiences (“who?”)

The iReceptor Plus project addresses a wide range of stakeholders and audiences, each requiring appropriate tailored information. The stakeholders include: opinion leaders/regulators, healthcare providers, owners & providers of data (repositories), biopharmaceutical companies, providers of genomics-based diagnostics, IT healthcare platforms, providers of scalable large data platforms and health data companies.

Additionally, the iReceptor Plus service will interest a wider range of potential future user groups including the scientific community in general and academic biomedical researchers in particular, as well as the media and the general public.

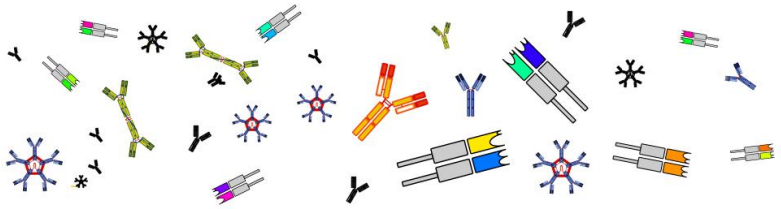
Table 1 details the target audiences to be approached via the communication and dissemination activities of the project including specific objectives and the tools for approaching these specific groups.





Target audience	Objective	Approach
Healthcare providers, owners & providers of data (repositories), biopharmaceutical companies, providers of genomics-based diagnostics, IT healthcare platforms, providers of scalable large data platforms and health data companies.	<ul style="list-style-type: none"> • Increase awareness to the benefits of the iReceptor Plus platform • Create awareness of the project and promote use of project results • Expand the AIRR Community in general, and the number of AIRR compliant AIRR-seq repositories in the iReceptor network in particular 	Website, articles and leaflets, webinars and videos, e-newsletter, LinkedIn Stakeholders Forum, training workshops, open days, exchange of personnel between academia and industry, conferences and events.
General public	<ul style="list-style-type: none"> • To increase awareness of the benefits of the iReceptor Plus project • To create a dialogue with the public as a way of raising awareness • Promote the services of the platform, inform and engage the general public users 	Website, popular media, articles, infographic, Twitter, Facebook, YouTube
Opinion leaders and regulators/policy makers	<ul style="list-style-type: none"> • To create awareness of the project progress and results 	Website, articles and leaflets, webinars and videos, infographic, social media, conferences and events, Stakeholders Forum
Scientific community	<ul style="list-style-type: none"> • To create awareness of the project progress and results 	E-newsletter, academic journal articles, conferences and events, Advisory Board, Twitter, LinkedIn
The media	<ul style="list-style-type: none"> • To amplify outreach of project results to all other audiences. 	Website, press releases, articles, project events, Twitter, Facebook, YouTube





Method ("how?")

Interteam will work closely with the project partners to ensure that the appropriate tools and channels (including relevant conferences and events) are selected and developed to meet the information needs of the target audiences and communication objectives of the project.

An attractive, user-friendly project website has been developed in order to increase visibility of the project's outcomes and results to all target audiences. Mutual links between the partners' websites will drive traffic to the project website. The project website will contain:

- Latest news about the project progress and results
- Details about the project partners and stakeholder advisory boards
- Electronic materials (e-newsletter, webinars, infographic, blog posts, articles)
- Social media links/buttons/live feeds

Social media will be used to share project outcomes and redirect users towards the website. Twitter, Facebook, LinkedIn and YouTube accounts have been established and content related to iReceptor Plus will be posted regularly to increase outreach.

Online media platforms will be monitored to provide information on the numbers, sources, types of content and individuals/organisations that promote or disseminate project messages, allowing optimisation and targeting of communication to ensure maximum outreach of news or results.

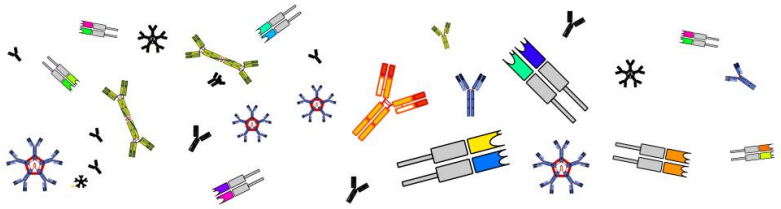
Printed material will also be produced in the form of two leaflets explaining the project objectives and outcomes in accessible language, for distribution by partners at relevant events.

Dissemination of project results will be enhanced by publication of articles in scientific journals, trade magazines, and popular articles in magazines for relevant audiences.

The plan for the dissemination of knowledge includes the following main dissemination areas of activities:

- Participation and presentation at conferences and industry-related events
- Publication of scientific papers and technical guiding documents
- Expanding the critical mass of iReceptor Plus end-users





Conferences, workshops and events will be attended and hosted by members of the consortium throughout the project.

Presence in international conferences and workshops: In the first year, project presentations will concentrate on project's goals and vision. Presentations of new research results will take place during the last project year. Participation in these types of events will be mostly driven by the opportunity for close contacts with the potential users.

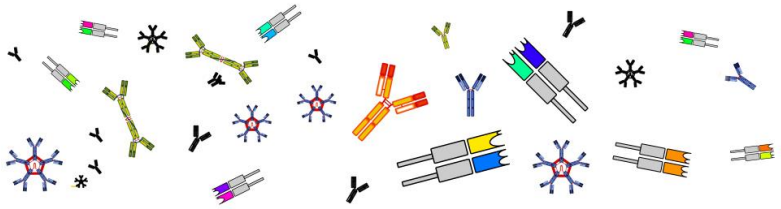
Moreover, members of the consortium affiliated to the AIRR Community are frequently invited to give **keynote speeches and talks** in reputable related events and it is a common practice of the AIRR Community to provide **insightful talks in tutorial sessions** of the above events. All such opportunities will be exploited to raise awareness about the visions, progress and outcomes of iReceptor Plus in the research/academic community.

Publication of scientific papers and magazines: Scientific excellence and technical skills available within the consortium or built through iReceptor Plus project will be used for the preparation of scientific presentations. It is expected that most submissions for publication will be concentrated during the last part of the project, although members of the Consortium have already established some collaborations based on the AIRR Community meetings. Examples of journals and magazines focused on iReceptor Plus related issues include, among others, *Frontiers in Immunology*, *Journal of Immunology*, *Nature Immunology*, *Genome Medicine*, *Nature Biotechnology*, *eLife*, *PLoS Computational Biology*, *BMC Bioinformatics*, *International Journal of Medical Informatics*, *European Journal of Immunology*, *Journal of Theoretical Biology*, *Journal of Clinical Bioinformatics* and *Journal of Proteomics*.

Target group meetings and workshops: Meetings, workshops and presentations will be organized throughout the project in order to involve the target groups selected mainly from the Stakeholder's Forum and the AIRR Community. During the execution phase partners will collect data and receive feedback on the project's performance from end-users. In addition to the members of the Stakeholder Forum, selected stakeholders will be invited to this meeting to initiate an open discussion and analysis regarding the progress and outcomes of the project. Conclusions will be designed regarding next design steps in the project.

Workshop on Production and Analysis of AIRR-seq data will be presented by Consortium members Gur Yaari and Victor Greiff. The will be based on previous workshops presented at the AIRR Community meetings, which have been very well attended. One day will cover molecular aspects of producing these data; Day two will cover bioinformatic analysis. These are an excellent platform for expanding the





community of researchers producing and analysing AIRR-seq data, and disseminating information on the iReceptor Plus Platform.

A **Final Conference** will be organised as part of the dissemination and the exploitation activities to present the project final results and address directly the scientific community and target stakeholder groups about the project results.

Networking and expanding the critical mass of end-users

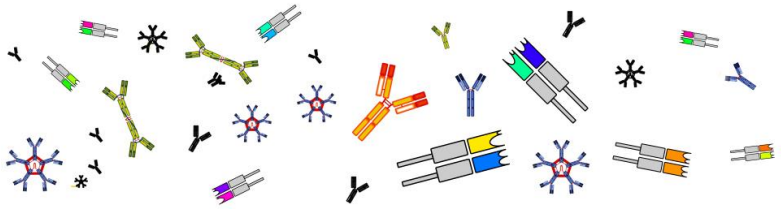
Networking activities: To maximize the project impact partners should take all opportunities to disseminate and raise awareness of the project and entertain relationships with other research organisations about project results and exploitation, such as organizations associated with the AIRR Community, the Antibody Society (TAbS), FOCIS (Federation of Clinical Immunological Societies), the Centre for the Commercialization of Antibodies and Biologics – CCAB, and IUIS, the International Union of Immunological Sciences as well as the Global Alliance for Chronic Diseases, the International Human Epigenome Consortium and the Human Frontier Science Programme. Consortium member Jamie Scott is past president of TAbS and serves on the Board of Directors, and member David Klatzmann is the principal investigator of a Centers of Excellence for the Federation of Clinical Immunology Societies (FOCIS).

Endorsement by stakeholders: Members of the consortium will be committed to involve the maximum number of people in their work and to seek institutional support in their respective countries in doing so. This dialogue process and endorsement will have a great impact on project dissemination and in turn will direct development in line with iReceptor Plus end-users' needs.

Public authorities: The project will also reach out to public authorities (local, regional and national authorities in charge of healthcare, data protection and relevant regulatory bodies, to name a few), to be involved and endorse the project objectives and results. They will be kept updated on the results achieved.

Related research activities: iReceptor Plus will advise its findings to relevant Canadian and European initiatives, most notably to the EC, the European Parliament, European Council, the Canadian Institutes for Health Research, and in particular all those with strong links to issues related to personalized healthcare, bioinformatics and the processing and protection of big data as well as national initiatives, so that the iReceptor Plus findings and project results may be incorporated in the Strategic Research Agendas.





Advisory Board

An Advisory Board will be established with the participation of well-known experts specialising in the relevant fields both from academia and industry. They will be kept informed of the project development and the achieved results, and provide scientific advice to the project.

International Stakeholders Forum

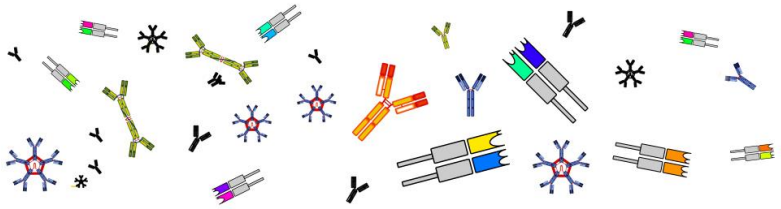
An International Stakeholders Forum will be established to support the dissemination activities. Already in advance of the project, representatives of the relevant sectors and institutions as well as well-known scientists specialising in the relevant fields (bioinformatics, data security & storage, big data) will be invited to the International Stakeholders Forum to establish ongoing communication with target end users of the iReceptor Plus outputs. These will include commercial entities such as technology providers for healthcare solutions, owners & providers of data (repositories), biopharmaceutical companies, providers of genomics-based diagnostics, IT healthcare platforms, providers of scalable large data platforms (including SMEs) and others. Likewise, non-commercial associations and government bodies will be invited as well as related industries.

Representatives of relevant ministries, related government & regulatory bodies, end-user organizations and NGOs involved in, for instance, healthcare or data protection will be approached as well. Many of the individuals who contribute to AIRR-seq data are from vulnerable populations, such as individuals who are HIV+, suffering from autoimmune diseases, or in the early phases of novel cancer immunotherapies, individuals who have failed standard cancer therapies.

All project partners are expected to support dissemination, to ensure that stakeholders will be engaged throughout the lifetime of the project. Partners' activities may include but are not limited to: engaging with relevant national and local media (print, radio, television, web-based), contributing to social media, proactively sharing information about project results, listing their own communication activities in a shared file, and providing translations of lay materials in their local language. Where possible partners will translate press releases into their national languages and keep Interteam informed about plans, by creating lists of national media channels they will try to reach.

The respective actions and timings of WP9 activities are listed in **Table 2**. **Table 3** shows partners' dissemination activities; **Table 4** groups up the Public dissemination level deliverables ordered by due date.





Interteam will coordinate the project dissemination by providing updates on the project’s website, e-newsletters, etc. Interteam will play a proactive role in checking with partners for updates and news, thus ensuring the regularity of the flow of information. Contents resulting from project outcomes and other activities will be published online as they become available. At an early stage, when results are not yet available, the start of the project will be announced, general information on related news will be disseminated and the website will be promoted. The project’s website is accessible from the project’s launch (January 2019).

Presence on social media has also been established and will be fed with regular updates on progress and activities as they are out and redirecting the users to the main platform.

Interteam and the other partners of the consortium will keep iReceptor Plus in the public eye with both regular and special event activities that will run throughout the lifetime of the project. These events are listed in **Table 5**. A concluding conference will directly address the industry, the scientific community and policy makers. The scientific and industrial communities will also be informed of iReceptor Plus’s achievements face-to-face at international conferences.



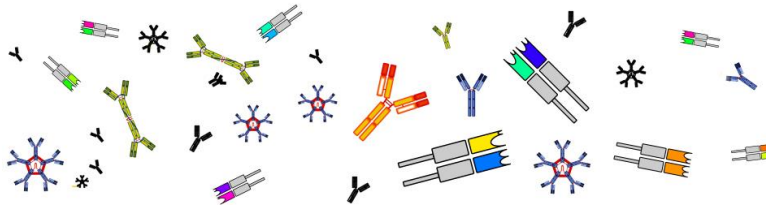
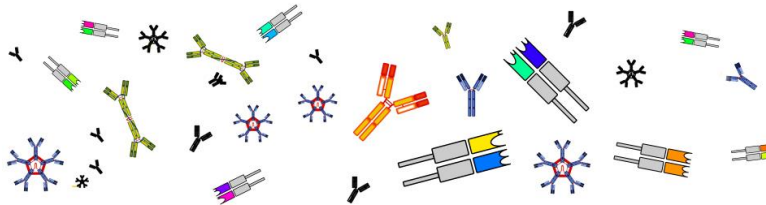


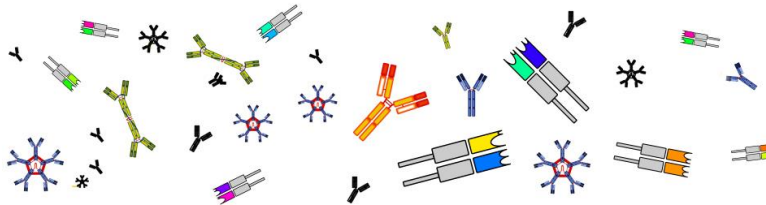
Table 2. WP9 Deliverables detailed [Cells highlighted in green represent the areas where a major partners' involvement is expected]

Deliverable	What	Audience	Why	Actors and tasks	When
D9.1 Communication plan finalised	Audience (who), message (what), purpose (why), method (how), time (when) of project communications, with expected actions of all project partners.	Project partners	To meet the information needs of the target audiences and communication objectives of the project	InterTEAM	
				Partners input asked at kick-off meeting.	Jan 19
D9.2 A project identity will be created	A visual representation of the project, accompanied by an online dissemination platform.	All stakeholders	To ensure common graphics/visuals that are easily identifiable, to share information and engage target stakeholders	InterTEAM developed conceptual brief	Jan 19
				InterTEAM tailor to project needs & finalise	Feb-March 19
D9.2 External project website	Highlight the project's main activities and outcomes.	All stakeholders	To increase visibility of the project's outcomes and results	InterTEAM to develop brief	Jan 19
				Project website online	Jan 19
				Partners website to link to project website	Mar-Apr 19
				InterTEAM finalise	Mar 19



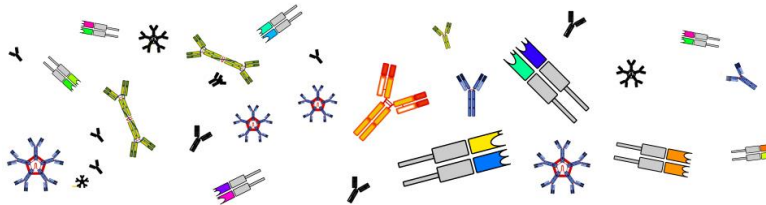
<p>D9.3 Communication tools: press release</p>	<p>A summary of the project's main aims & outcomes presented in clear and simple language.</p>	<p>Website visitors (opinion leaders/regulators, the media, industry, professionals, general public and media)</p>	<p>To increase visibility of the project's main aims & outcomes.</p>	<p>Interteam to share on website/print & distribute to media channels</p>	<p>Jan 19</p>
				<p>Partners share through networks and at events & record activity</p>	
				<p>Interteam to develop content and publish</p>	
				<p>Partners to circulate to their networks</p>	
				<p>Partners to circulate to their networks</p>	
<p>D9.3 Communication tools: Press releases</p>	<p>Summary of the project's main outcomes and highlights of significant results.</p>	<p>Media – to reach target audiences: industry, policy makers and regulators, consumer/trade/academic organisations, general public</p>	<p>Increase visibility of the project's main outcomes</p>	<p>Partners to send Interteam contact details of press officers</p>	<p>TBC</p>
				<p>Partners may translate press release, to distribute nationally</p>	
				<p>Interteam to distribute to dedicated media lists</p>	





D9.3 Communication tools: Popular articles & blog posts	Messages to be developed	Industry, scientific community, policy makers and regulators, industry, consumer organisations, general public	Increase outreach & promote awareness of project outcomes, maintain interest in project	Interteam	TBC
D9.3 Communication tools: Articles in professional magazines	Messages to be developed	Scientific community, Industry, policy makers and regulators	Increase visibility of the project's main outcomes	Interteam will create based on agreed website content.	TBC
D9.3 Communication tools: Webinars (video recording of conference presentations)	Messages to be developed. Webinars will highlight significant project results.	Industry, policy makers and regulators, scientific community	To further disseminate outcomes of project presented at final conference	Interteam to manage social media accounts	Aug 21
D9.3 Communication tools: Infographics	Audio/visual presentation of aspects of the project. Potential topics include.	Policy makers and regulators, industry, media, consumer organisations, general public	To better communicate complicated concepts, and to engage the audience.	Partners to tweet/re-tweet #iReceptor Plus, join LinkedIn groups, invite contacts, and participate in discussions	TBC
D9.3 Communication	Messages to be developed ad hoc (to show the	LinkedIn and Professional audience	Increase outreach, raise awareness and	Interteam and partners to develop content.	Ad-hoc





tools: Social media presence	project is alive, and is important, and needs stakeholder input).	Twitter: Professional & lay audiences Facebook: General public YouTube: General public	engage key stakeholders, maintain interest in project	Partners to circulate to networks.	
D9.3 Communication tools: E-newsletter	Highlight the project's main activities and outcomes.	Industry, scientific community, food scientists & technologists	Increase outreach, maintain interest.	Interteam to develop	TBC
				Partners to distribute	
D9.4 Final dissemination report	An evaluation of the dissemination activities, and sustainability strategy outlining what should happen to the project outputs at the end of the project.	Project partners	Explore how the dissemination achievements can be sustained		
D9.5 Protocol concluding conference	Presentation of the results of the project to selected key stakeholders.	Industry, policy makers and regulators, consumer/trade organisations, scientific community, and media	To present the final results to key target audiences		TBC



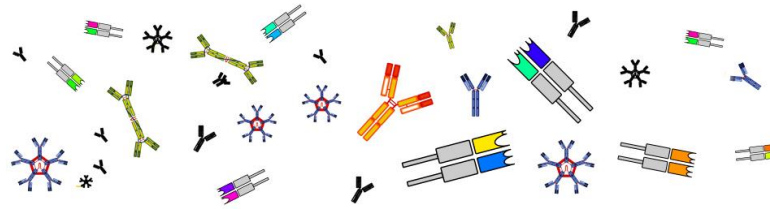


Table 3. Partners dissemination activities – for further outreach

WP	Activity	Dissemination	Audience	Why	Who/How	When	Deadline
All	Conferences & events (specific conferences are listed in Table 5)	Highlight the project's main activities and outcomes at conferences & events.	All stakeholders	To raise awareness and increase outreach. To engage stakeholders	Interteam to create standard PPT for all partners at events	Jan 19	Ad-hoc
					Identify future conferences/events that may be relevant for the stakeholders		
					Partners distribute leaflets at events	TBC	
					Partners take photos at events (and tweet)	TBC	
					Partners summarise key information about event for website/newsletter	TBC	
					Partners record activity for reporting (event, date, place, audience type, audience number).	TBC	
					Interteam share information on website/newsletter/social media	TBC	
All	Scientific papers	The main outcomes of the project, and key findings presented and discussed in scientific papers.	Scientists	To disseminate scientific results	Partners submit final copy and related information	TBC	Ad-hoc
					Interteam add scientific papers on website and social media	TBC	
All	Media exposure	Interviews with media e.g. main elements of the project, objectives, activities, or outcomes.	Media	To increase visibility and outreach. To be leveraged in project communications, and multiplied	Partners inform Interteam on press activities	TBC	Ad-hoc
					Interteam share on website/social media		

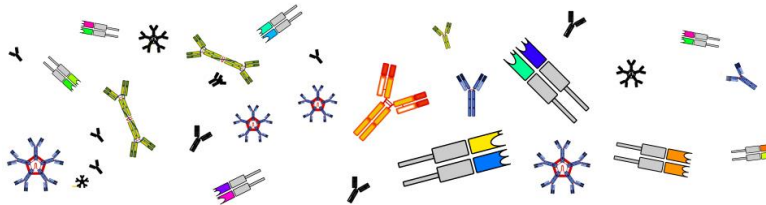
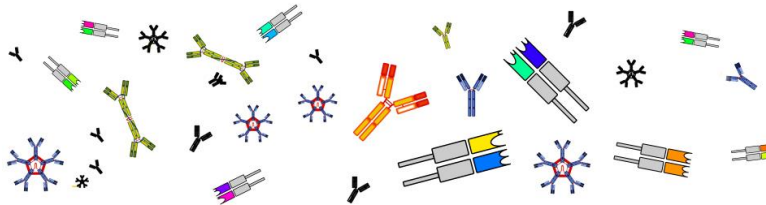


Table 4. WP outputs (“public” dissemination level deliverables) – for further outreach

Deliverable	Description	Lead(s)	Delivery	Date
D1.1	Protocol Kick-off Meeting	InterTEAM	M2	Feb-19
D1.2	Use cases identified and documented for development	SFU	M30	Jun-21
D1.3	iReceptor Plus Gateway implementing use case scenarios	SFU	M48	Dec-22
D1.4	VDJServer release	UTSW	M48	Dec-22
D1.5	ImmuneDB release	Haifa	M48	Dec-22
D1.6	Intermediate beta release of platform wide system	SFU	M24	Dec-20
D1.7	Protocol Capstone workshop	InterTEAM	M48	Dec-22
D2.1	iReceptor IPA repository interactively explore ...	SFU	M36	Dec-21
D2.2	iReceptor repositories able to link data related to single cell.	DKFZ	M24	Dec-20
D2.3	Data repositories from partner institutions (6) integrated	SFU	M42	Jun-22
D2.4	Integration testing completed across all repositories	SFU	M48	Dec-22
D2.5	iReceptor REST API available for platform integration	SFU	M48	Dec-22
D2.6	iReceptor Turnkey repository available for AIRR Community	DKFZ	M36	Dec-21
D3.1	Holistic Security and Privacy Concept	INESC	M4	Apr-19
D3.2	Layered Security Framework	SFU	M42	Jun-22
D3.3	Monitoring and GDPR Aspects	Time.lex	M36	Dec-21
D3.4	Recommendations and proposals for new regulatory regimes	Time.lex	M36	Dec-21
D4.1	Critical analysis tools identified for integration	UTSW	M6	Jun-19
D4.2	Tool integration methodology and implementation completed	UTSW	M24	Dec-20
D4.3	Analysis tool mgt and vis UI implemented in Scientific Gateway	UTSW	M24	Dec-20
D4.4	User interface release candidates for deployment	SFU	M48	Dec-22
D4.5	Basic toolkit of advanced AIRR-seq analysis tools integrated	SFU	M48	Dec-22
D5.1	A list of features that can be used for potential biomarkers	BIU	M24	Dec-20
D5.2	S/W to apply ML approaches for classifying individuals	BIU	M36	Dec-21
D5.3	Implementation of networks and AI-functionality iReceptor	BIU	M48	Dec-22



D6.1	A multi-omic data model	Sorbonne	M24	Dec-20
D6.2	Data curation and integration pipeline within tranSMART	Sorbonne	M36	Dec-21
D6.3	Integrated multi-omics tranSMART repository	Sorbonne	M48	Dec-22
D7.1	An updated MiAIRR standard	DKFZ	M42	Jun-22
D7.2	A generic single-cell data import toolkit for iReceptor Plus	DKFZ	M24	Dec 20
D7.3	Tool for automated import and annotation into iReceptor Plus	DKFZ	M42	Jun-22
D7.4	A version of iReceptor Plus that can be queried using (Kd)	DKFZ	M42	Jun-22
D8.2	Legal, ethics, privacy & security framework	Time.lex	M8	Aug-19
D8.3	Project-specific innovation approach	Ascora	M12	Dec-19
D8.5	Roadmap for achieving TRL 9	InterTEAM	M48	Dec-22
D9.1	Communication plan finalised	InterTEAM	M3	Mar-19
D9.2	A project identity and specific project website	InterTEAM	M6	Jun-19
D9.3	Communication tools	InterTEAM	M48	Dec-22
D9.4	Protocols participation in AIR Community activities	SFU	M48	Dec-22
D9.5	A final dissemination report	InterTEAM	M48	Dec-22
D9.6	Protocol Concluding Conference	InterTEAM	M48	Dec-22
D10.1	Establishing governance structure	BIU	M2	Feb-19



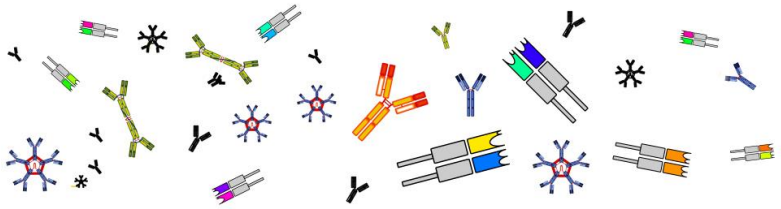


Table 5. Conferences and events – for further outreach (to be updated regularly)

Event and location	Date
Kick off meeting, Eilat, Israel	January 13-16, 2019
AIRR Community Meeting IV: Bridging the Gaps, Genoa, Italy	May 11-15, 2019
Gordon Research Conference in Immunology	TBD
Antibody Biology and Engineering	TBD
European Congress of Immunology	TBD
The annual meeting on Stochasticity and Control in the Dynamics and Diversity of Immune Repertoires	TBD
Keystone Symposia	TBD
FOCIS	TBD
American Immunology Association	TBD

