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D8.1 Communication and dissemination plan

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List of abbreviations

Abbreviation	Definition
Africa CDC	Africa Centres for Disease Control and Prevention
AHB	Africa Health Business
AHC	Africa Health Conference
AHTS	Africa HealthTech Summit
AI	Artificial Intelligence
C&D	Communication and dissemination
D	Deliverable
DRC	Democratic Republic of the Congo
DM	Direct Message
Ebola PREP-TBOX	Development of a toolbox to improve preparedness strategies on surveillance in human-animal interface and countermeasures to reduce recurrent Ebola impacts
EBO-PEP	EBola Zaïre Post-Exposure Prophylaxis, preparedness and efficacy evaluation during outbreak in Central and West-Africa
EPoCA	Empowering Africa's Point of Care with Cutting-edge Graphene Biosensing for Rapid Detection and Interconnected Surveillance of Novel Ebola Virus Outbreaks
EU	European Union
EVD	Ebola Virus Disease
FAIR	Findable, Accessible, Interoperable, and Reusable
GA	Grant Agreement
GFET	Graphene-Based Biosensors
IoT	Internet of Things
KPIs	Key Performance Indicators
NGO	Non-Governmental Organization
PEP	Post-Exposure Prophylaxis
PESO	Paid Earned Shared Owned
PoC	Point of Care
PPs	Project Partners
RRI	Responsible Research and Innovation
SME	Small and Medium-sized Enterprise
STRATEGIC	Sustainable eThics Reviews of digital heAlth Technology dEsiGn In sub saharan afriCa
SSA	sub-Saharan Africa
UHC	Universal Health Coverage
WHO	World Health Organization
WP	Work Package
Y	Year

Abstract

The Deliverable D8.1 "Communication and Dissemination Plan" is developed under Work Package 8 and aims to set the foundation for promoting the project's objectives, activities, and outcomes across a broad spectrum of stakeholders throughout the project's lifecycle.

Statement of originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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1. Introduction

The Deliverable D8.1 "Communication and Dissemination Plan" is developed under Work Package 8 and aims to set the foundation for promoting the project's objectives, activities, and outcomes across a broad spectrum of stakeholders throughout the project's lifecycle.

1.1 Deliverable context

Successful communication of the project's activities and dissemination of results is an important key to the overall success of a project and the basis for good exploitation.

In order to have a clearer structure within the project (see 1.2 Relation to other tasks and deliverables), it has been decided to concentrate on the communication and dissemination plan in this deliverable.

Within EPoCA, a mix of communication and dissemination tools is applied, such as multimedia material, press and specialist press, audio-visual media, website and social media, in order to achieve maximum impact and spread of messages, exchange of information and knowledge to the recipients. It will be presented by all partners at applicable and most relevant national and international forums, through local conferences and workshops and at industry expos and fairs.

The project's dissemination and communication actions aim at ensuring that information is shared with appropriate audiences on a timely basis and by using the most effective means and tools, at regional, national and European level and thus raise its impact.

In this document we describe in more detail:

- Which **goals** we have identified for the communication and dissemination of the project; in what area we expect to make an impact and which needs might be solved with the results of EPOCA.
- Which **audiences** we want to address, who the potential users of EPOCA results are.
- Which **measures** we take to inform our audiences about the project itself, which activities we take, and which outputs will be created.
- How they are going to be **monitored**.
- The **point of time** to set the measures and how the **tasks are being shared**.

1.2 Relation with other task and deliverables

This deliverable (D8.1 Dissemination and Communication Strategy) is related to task T8.1 “Dissemination and Communication”, led by BRIDG. It outlines the overall strategy for the effective dissemination, communication, and visibility of the EPoCA project’s results and objectives. This strategy aims to ensure that key stakeholders—ranging from scientific communities and industry to healthcare professionals, policymakers, and the general public—are informed and engaged throughout the project lifecycle.

This document is closely related to the following deliverables and components of EPoCA:

- This Deliverable follows the initial plan drafted in *D8.6 Plan for the exploitation & dissemination of results including communication activities*, which outlined the general strategy and elements for the C&D plan in combination with the exploitation plan from WP7. Based on initial feedback during consortium meetings and overall progress of the project on the first year, there has been some minor adjustments on the strategy, (e.g. the social media platform X is now discarded due to its poor reputation and limited relevance for our approach as well as newsletters due to low popularity within the consortium, and on the other hand, Youtube is now added to the social media platforms). In order to avoid too much overlap, this deliverable adds on and updates the plan presented in D8.6, so it is recommended to consult D8.6 for more detailed information.
- This plan will also be updated annually until the end of the project with partial results in D8.2 and final results in D8.3.
- It aligns with the innovation and exploitation activities of WP7 (particularly D7.1 IPR and Innovation Strategy and D7.2 Business Plan), as the visibility and impact of project results directly support their future uptake, commercialization, and policy influence.
- The strategy presented herein is designed to reflect and amplify the main project outcomes outlined in D1.2 (Final project outcomes report), while remaining consistent with the FAIR principles and open science practices described in D1.3 (Data Management Plan).
- It will also integrate with the principles and recommendations in D1.1 (Project Handbook and Quality Assurance Plan), particularly about open access, responsible research and innovation (RRI), and gender-sensitive communication.
- Given the strong focus on real-time surveillance and international cooperation, the dissemination strategy considers the synergies with outputs from technical deliverables such as D3.1–D3.5 (related to the BioGFET diagnostic device), D4.1–D4.4 (IoT-Edge-Cloud platform), and the artificial intelligence components of WP5, ensuring timely and targeted outreach as technologies mature.
- This deliverable is directly linked to D8.4 (Community building and collaborations) and D8.5 (Knowledge Exchange), supporting the visibility and accessibility of the project’s exploitable results, while fostering stakeholder engagement and community trust—especially across Africa, where local capacity building and awareness-raising are essential for long-term impact.

2. Communication & Dissemination strategy

Aside for a contractual requirement to promote the EPoCA project and its results to multiple audiences, strategic communication enables the consortium to showcase the project's impact, engage with stakeholders and expand the EPoCA network which is pivotal for the implementation of the project's activities and to lay the ground for future sustainability and new collaborations.

The EPoCA project has adopted an adapted version of the [Paid Earned Shared Owned \(PESO\) model](#) for its communication and dissemination activities. This model is a strategic framework that uses an integrated approach and leverages four media types to build awareness, authority and trust with target audiences. In EPoCA the ESO (Earned, Shared, Owned) version is applied as the project communications budget does not include resources for using paid media channels. This three-pronged approach is crucial in today's media age, to allow the project to gain audience attention in what has become an information overload society. Using an integrated approach and leveraging the collective outreach capacity and assets available in the consortium ensures that the project's target audiences are reached at different times, in different ways, on different platforms.

In this model, WP8 communication efforts are prioritised using the project's owned (e.g., website, podcasts) and shared (e.g., social media) media channels. Secondary actions focus on earned media (e.g., exposure and recognition earned through external channels, such as companies, learners and other EU projects).

2.1 Objectives and Principles

The communication strategy of the EPoCA project is designed to support its scientific, technological, and societal objectives by ensuring that project outcomes are visible, accessible, and engaging for a wide range of stakeholders. The main communication goals are:

1. **Enhance the visibility of the project** across European and African contexts, with a focus on infectious disease preparedness, gender equality, technological innovation, and international cooperation.
2. **Promote awareness and understanding** of the project's scientific advances and technological developments among key stakeholders, including policymakers, healthcare professionals, researchers, community-based organizations, and citizens.
3. **Support the uptake and sustainability of project results** by engaging in continuous dialogue with end-users and decision-makers, thereby fostering long-term impact and adoption of EPoCA's innovations.
4. **Encourage collaboration and knowledge exchange** between project partners and with external networks, academic institutions, NGOs, and related initiatives, particularly those operating in the fields of public health, diagnostics, and digital health.
5. **Ensure transparency, inclusiveness, and accountability** by applying clear, inclusive, and accessible communication practices in line with the principles of Open Science and Horizon Europe's Global Access Policy.

These goals will guide all communication actions throughout the project lifecycle and will be continuously monitored and adapted to ensure alignment with stakeholder needs, technological maturity, and the broader dissemination and exploitation framework.

The dissemination strategy of EPoCA aims to ensure that the project's results, knowledge, and innovations are shared effectively with relevant stakeholders in both scientific and non-scientific communities. The specific dissemination goals are:

1. **Maximize the visibility and reach of project outputs** by sharing key results through targeted scientific publications, policy briefs, public reports, and stakeholder events, both in Europe and sub-Saharan Africa.
2. **Facilitate the transfer of knowledge and technology** to academic, clinical, and industrial stakeholders, enabling the translation of research findings into practical applications and future innovations.
3. **Support the scientific community** by contributing to open-access knowledge resources, including peer-reviewed journals, conferences, data repositories, and open-source platforms, thereby advancing the state of the art in biosensing, AI, and digital health.
4. **Inform evidence-based policy and regulatory frameworks**, especially in the areas of pandemic preparedness, diagnostics, and medical device innovation, through tailored outreach to policymakers, public health authorities, and standardization bodies.
5. **Build trust and engagement with local communities and end-users** by ensuring that dissemination materials are culturally sensitive, language-appropriate, and accessible to diverse audiences, including healthcare workers, community leaders, and vulnerable populations.
6. **Ensure alignment with FAIR and Open Science principles**, providing open access to publications, research data, software, and methodologies wherever possible, in line with Horizon Europe requirements and EDCTP3 guidelines.

Together, these goals aim to foster wide-scale awareness, understanding, and use of EPoCA's results, reinforcing the project's long-term impact on public health resilience and diagnostic innovation.

2.2 Stakeholders

The success of the EPoCA project relies on the active engagement of a diverse and multidisciplinary range of stakeholders across Europe and sub-Saharan Africa. These stakeholders play a key role in supporting the dissemination, communication, exploitation, and sustainability of the project's outcomes. The main stakeholder groups targeted by the project include:

1. **Healthcare professionals and institutions:** Including clinicians, medical staff, hospitals, public health agencies, and laboratory networks involved in the diagnosis, treatment, and surveillance of infectious diseases such as Ebola. Their feedback is essential for validating the point-of-care platform and supporting its clinical adoption.
2. **Scientific and academic communities:** Researchers, students, and institutions working in the fields of biosensing, nanotechnology, virology, artificial intelligence, and digital health. These groups are key for peer validation, collaboration, and future research uptake.
3. **Policy makers and public authorities:** Regional, national, and international bodies responsible for health policies, emergency preparedness, disease surveillance, medical device regulation, and digital infrastructure. Their involvement is crucial for scaling up the EPoCA solution and ensuring alignment with public health priorities.

4. **Industry and innovation actors:** Including SMEs, start-ups, medical device manufacturers, biotech companies, and technology providers. These stakeholders are critical for the future commercialization, scalability, and integration of EPoCA's diagnostic and data solutions.
5. **Civil society and community-based organizations:** Especially those working in healthcare advocacy, gender equality, digital literacy, and public health awareness in Africa. Their participation supports trust-building, user-centered design, and the equitable deployment of the technology.
6. **International health organizations and networks:** Such as the World Health Organization (WHO), Africa CDC, and regional health initiatives. These entities contribute to the global dissemination of knowledge and ensure interoperability and policy alignment at the international level.

By tailoring communication and dissemination activities to the specific needs and expectations of each stakeholder group, EPoCA aims to maximize the relevance, adoption, and societal impact of its results, while fostering long-term cooperation and shared ownership of innovation.

Table 1 – Stakeholders mapping

Stakeholder group	Role / Interest in EPoCA	Level of Influence	Level of Interest	Engagement strategy
Healthcare professionals and hospitals	End-users of the point-of-care (PoC) device; clinical validation; surveillance partners	High	High	Co-creation, training, clinical feedback, workshops
Scientific & academic community	Research partners, technology development, validation, dissemination	Medium	High	Publications, conference joint research, open data access
Policy makers & public authorities	Health policy, emergency response, regulatory approval, funding	High	Medium	Policy briefs, targeted communication, consultations
Industry & innovation actors	Commercialization, manufacturing, integration of technology	High	High	Business meetings, exploitation planning, investor engagement
Civil society & NGOs	Awareness raising, social acceptance, gender inclusion, local knowledge	Medium	High	Community outreach, culturally adapted materials, participatory events
International health organizations	Standardization, global surveillance, pandemic preparedness frameworks	High	Medium	Strategic alignment, dissemination of results, partnership agreements
Patients and vulnerable populations	Final beneficiaries; subjects of early diagnosis & improved care	Low	High	Informative campaigns, ethical protocols, inclusive communication

2.3 Target audience

The EPoCA project addresses a broad and multidisciplinary target audience composed of actors that are essential for the uptake, replication, and impact of the project's innovations in diagnostics, disease surveillance, and public health preparedness. The communication and dissemination activities are tailored to engage each audience group with relevant, accessible, and meaningful content based on their interests, needs, and roles within the project ecosystem.

Healthcare Professionals and Medical Institutions

This group includes clinicians, nurses, laboratory technicians, hospital managers, and public health workers involved in infectious disease detection, patient care, and outbreak response. They are the primary users of the EPoCA PoC device and will directly benefit from the improved speed, accessibility, and accuracy of the proposed diagnostic platform. Communication efforts for this audience will focus on clinical validation results, training resources, and deployment guidelines.

Scientific and Research Communities

Comprising researchers, academics, and students working in fields such as nanotechnology, biosensors, virology, epidemiology, artificial intelligence, and digital health. This audience is targeted through peer-reviewed publications, conference presentations, open datasets, and collaborative research opportunities. Their role is vital in validating the scientific quality of the project and furthering innovation.

Policy Makers and Public Health Authorities

This includes local, national, and international public health agencies, ministries of health, regulators, and standardization bodies. They play a key role in defining health priorities, adopting innovative diagnostic tools, and integrating them into national disease surveillance frameworks. Communication materials for this group include policy briefs, executive summaries, and strategic recommendations focused on scalability, regulatory compliance, and public health impact.

Industry and Innovation Ecosystem

This audience includes SMEs, large enterprises, start-ups, and technology developers in the fields of medical diagnostics, biosensing, wearable technologies, and IoT. Their engagement is essential for the industrialization, commercialization, and deployment of EPoCA solutions. Business-oriented materials, such as white papers, market briefs, and exploitation roadmaps, will be produced to foster partnerships and investment opportunities.

Civil Society and Community-Based Organizations

These include patient groups, NGOs, community health organizations, and advocacy groups, particularly in sub-Saharan Africa. This audience is crucial to ensure social acceptance, ethical implementation, and inclusive access to EPoCA technologies. Outreach efforts will focus on awareness-raising campaigns, culturally appropriate materials, and participatory activities that empower communities and promote trust.

International and Global Health Organizations

Stakeholders such as the WHO, Africa CDC, and international research alliances are key for knowledge transfer, global visibility, and long-term integration of EPoCA results into pandemic preparedness strategies. The project will align with their guidelines and collaborate in dissemination actions at international level.

Each of these target audiences will be addressed using tailored formats, channels, and messages to maximize the relevance, clarity, and uptake of the project outcomes. A multi-channel, multilingual, and multi-level approach will be used to ensure inclusive and effective engagement throughout the project lifecycle.

Table 2 – Target audience communication

Target Audience	Key messages	Channel	Format and tools
Healthcare Professionals & Hospitals	Benefits of rapid, reliable PoC diagnostics; clinical protocols; training	Clinical workshops, hospital networks, webinars	Training manuals, guidelines, clinical factsheets, video tutorials
Scientific & Research Communities	Scientific innovation, technology validation, research collaboration	Academic conferences, journals, open repositories	Scientific papers, posters, datasets, GitHub, Zenodo publications
Policy Makers & Public Authorities	Public health impact, scalability, ethical and regulatory compliance	Policy roundtables, briefings, stakeholder forums	Policy briefs, executive summaries, impact reports, infographics
Industry & Innovation Ecosystem	Exploitation potential, market opportunity, technical specs	Trade fairs, B2B meetings, innovation platforms	Business white papers, investor decks, demo videos, exploitation plans
Civil Society & NGOs	Social benefits, equity in access, community involvement	Local workshops, printed leaflets	Flyers, testimonials, infographics, community guides, translated materials
International Health Organizations	Global pandemic preparedness, interoperability, technology transfer	Global health conferences, WHO networks	Strategic reports, position papers, multilingual communication packs

The **primary target audience** of the EPoCA project—healthcare professionals, researchers, and civil society actors—will be reached initially through digital channels, particularly social media platforms, with the aim of building awareness, engagement, and a community of "project ambassadors" who actively interact with and promote EPoCA's innovations (e.g., the BioGFET diagnostic platform, the IoT-Edge-Cloud system, and AI-based outbreak alerts).

During the first year of the project, social media content will focus on raising knowledge and public visibility of EPoCA, establishing a clear and relatable project narrative. Audiovisual materials such as carousels, short videos, blog articles, and visual explainers will be produced to support this goal. Blog posts and videos will complement each other—while blogs will provide concise updates on technical progress and use cases, videos will explore broader impacts, such as how EPoCA technologies can transform disease surveillance and pandemic response in Africa. Video guests may include project researchers, public health officials, and voices from the field (e.g., clinicians in Ghana or Democratic Republic of the Congo), highlighting local relevance and cross-continental collaboration.

The **general public** will also be engaged through these channels, with additional outreach to journalists and media outlets covering global health, medical innovation, and Africa-Europe cooperation. For example, relevant outlets might include platforms such as *The Conversation Africa*, *Devex*, or *SciDev.Net*, as well as science and health-focused bloggers or influencers addressing topics such as digital diagnostics, emerging diseases, or equitable access to healthcare technology.

Targeted communication for the **secondary audience—academics and research institutions**—will include informational videos, access to datasets, publications in open-access scientific journals, and sharing of lessons learned by project partners through scientific articles, scenario reports, and methodological briefs. Engagement with academic stakeholders will also be reinforced by participating in relevant conferences and research networks.

The **tertiary audience—policy and decision makers**—will be addressed through tailored content such as policy briefs, recommendations, executive summaries, and news articles. These will be disseminated via the project’s owned channels and shared directly with stakeholders, particularly in the context of policy dialogues on pandemic preparedness, equitable access to diagnostics, and data governance.

All target audiences will also be reached via partner participation in strategic events and forums, including (but not limited to) the **European Development Days, Global Health EDCTP3 events, the African Union’s health summits**, and technical workshops with the **WHO, Africa CDC**, and regional Ministries of Health.

Additionally, EPoCA will periodically publish factsheets, infographics, and news articles on the project website and social media channels. External reports (e.g., WHO and OECD documents on diagnostics or digital health) will be shared when relevant to contextualize EPoCA’s work within broader policy, research, and societal developments. This approach ensures that the project remains connected to current global health conversations and enhances its relevance and impact across stakeholder groups.

2.4 Key messages

Effective communication begins with a clear, consistent, and compelling message. The EPoCA project has developed a set of key messages tailored to its core audiences to ensure alignment between its strategic goals and its outreach activities. These messages are designed to articulate the project’s value, vision, and innovation in a way that resonates with the priorities, expectations, and language of each stakeholder group.

The central theme of EPoCA —**empowering health resilience in Africa through smart diagnostics and global collaboration**— is reflected in all messaging, whether in technical materials, public communication, or policy engagement.

For shorter, concise messaging on online platforms where character limits apply, the project uses:

“Smart diagnostics for resilient health systems in Africa.”

Each message emphasizes the project’s unique contributions to pandemic preparedness, equitable access to medical technologies, and the development of scalable diagnostic solutions based on graphene biosensing and artificial intelligence.

The following sub-sections present a breakdown of targeted key messages per stakeholder category. These messages will be used across dissemination and communication channels, including the project website, social media, events, publications, press releases, and policy briefs.

Key Messages by Audience

Healthcare Professionals and Medical Institutions

- *“Faster diagnosis, smarter decisions — EPoCA brings cutting-edge Ebola detection directly to the point of care.”*
- *“Empowering frontline health workers with real-time diagnostics and outbreak alerts.”*
- *“From symptom to signal in minutes — saving lives through precision diagnostics.”*

Scientific and Research Community

- *“Pioneering graphene biosensors and AI for infectious disease detection in real-world settings.”*
- *“EPoCA bridges nanotechnology, virology, and data science to fight future outbreaks.”*
- *“Open data, open innovation — join the science behind Africa’s next-generation health tools.”*

Policy Makers and Public Health Authorities

- *“EPoCA enables early outbreak detection and scalable disease surveillance for cross-border preparedness.”*
- *“Supporting evidence-based policymaking through real-time diagnostic intelligence.”*
- *“Smart health technologies for equitable, resilient, and responsive health systems in Africa.”*

Industry and Innovation Ecosystem

- *“From lab to market — EPoCA biosensing tech accelerates the path to scalable diagnostic solutions.”*
- *“A flexible, modular platform ready for industrial uptake and global health impact.”*
- *“Partner with us to commercialize next-gen diagnostic devices tailored for global needs.”*

Civil Society and Communities

- *“Accessible diagnostics that save lives — bringing innovation to the communities that need it most.”*
- *“Community-centered technology to detect and stop outbreaks early.”*
- *“Better tools, stronger trust — enabling health workers and families to act fast.”*

International Health Organizations

- *“EPoCA contributes to global pandemic preparedness with scalable, field-ready diagnostic innovation.”*
- *“Smart surveillance powered by AI and IoT — aligned with WHO and Africa CDC strategies.”*
- *“A European-African model for collaborative response to emerging health threats.”*

3. Communication tools and channels

Strategic communication means delivering the right message, to the right audience at the right time, via the right channel. An integrated communication approach understands that different audiences are reached at different times, in different ways, on different platforms.

Thus, EPoCA communication activities are designed to promote the project and inform the audience about its activities and results. Dissemination activities will focus on sharing new information. In the context of EPoCA this can entail the distribution of scientific and technical information emerging from project activities. For uptake and impact all messaging must be clear, accessible, digestible and available to as many people as possible. EPoCA is using different media for different purposes to reach different audiences. Therefore, the primary aim of the communication and dissemination activities is to persuade people to get involved in the project.

The following table contains an updated list of materials (changes highlighted in orange, grey for discards) presented in D8.6:

Table 3 – Communication and Dissemination materials overview

	Type	Description	Due date
Basic	Presentation	Template for PowerPoint presentations	✓ M1
	Deliverable	Template for deliverables	✓ M1
	Agenda	Template for Meeting Agendas and minutes	✓ M1
Print/digital	Leaflets	EPoCA project leaflets including the background of the project, its objectives and basic facts	✓ M1
	Brochures	Updated Every year	✓ on demand
	Posters	For conferences, fairs and similar occasions	✓ on demand
Digital	Website	Main channel for public updates and progress	✓ M3 launch
	Social posts	Regular posts on X , LinkedIn, Facebook and Instagram + Youtube!	✓ M3 launch + regular posts
	Video	A promo video (published in English and Spanish) + other informational short clips	✓ M12, M24 + demand
	Newsletter	Provides interested audiences with the main actual topics within the project and will be emitted	DISCARDED
	Blog	Provides interested audiences with the main actual topics within the project	✓ 1 per quarter
	Mailing	In special occasions extra mailings are sent, e.g. to inform about upcoming EPoCa events	occasionally
	Infographics	Basic set of diagrams, maps and other visual elements according to the needs of the project	✓ on demand
	Ads	Online banners	on demand

3.1 Brand identity

The project architecture is the organised structure of the project's portfolio visual identity, language, and deliverables that will be offered to the audience. The brand identity is the project's cohesive framework built around visual communication that influences the audiences' perception of the project. It is used to deliver content to specific target audiences and comprises fonts, colours, illustrations, images and icons that come together under one united aesthetic direction.



Figure 1 – EPoCA logo and variants

The visual identity of EPoCA comprises a brand guideline (shared in D8.6) that consists of a core logo, its different versions, a colour palette, and a set of selected fonts to ensure that the project's identity and image align. A Brand Identity is available for all partners in the project's repository. The brand identity will be used in all communication and dissemination opportunities to visually enrich all communication and dissemination products. The identity will be applied to campaigns and official documents produced by all project partners

3.2 Owned media

Owned media refers to any content that the EPoCA partners have created and lives on platforms controlled, and owned, by the consortium. Owned media is prioritised in the EPoCA project as several work packages will produce content originating from within the consortium. Additionally, the consortium maintains full control of the messaging, tone and delivery of the content on owned media which can be split into two categories: Content that the project hosts (e.g., website, news articles) and content that the project shares (e.g., project newsletter, surveys, case studies, white papers, infographics).

3.2.1 Website

The EPoCA website was launched in January 2025 (epocaproject.eu) and is the central public repository of key information, messages, learnings and outputs from the project and its associated WPs for external audiences.

The EPoCA website is the key strong foundation for effective communication, dissemination, and stakeholder engagement; it is the main project communication and dissemination channel. The website language is English and designed to target audiences. For project audiences, the website is the central point of entry for project updates, news, and the public deliverables. The website will evolve as content is developed, and new deliverables become available. For instance, audiovisual materials (e.g., podcasts, testimonials, etc) will be uploaded to the news and media section. Continuous updates and enhancements will ensure

that the EPoCA platform remains a relevant and valuable resource throughout the project's lifecycle and beyond, guaranteeing the visibility of the project's objectives, activities, and results to a diverse audience.



Figure 2 – EPoCA web

3.2.2 Audiovisual Materials

Audiovisual content is rapidly becoming the main means of communicating and engaging audiences. Market¹ research shows that consumption of this content will continue to grow for the foreseeable future. Therefore, no communication and dissemination strategy is complete where audiovisual information is not created for audiences. EPoCA aims to produce at least 3 videos/podcast during its lifecycle. The video interviews will be recorded in English and published in audiovisual format on YouTube and further promoted through its social media accounts. Some videos will be highlighted as part of the project's introduction and promotional efforts to better engage with the target audience.

The first of this series is a promo video which has already been produced and translated into Spanish (both versions available in the Youtube channel).

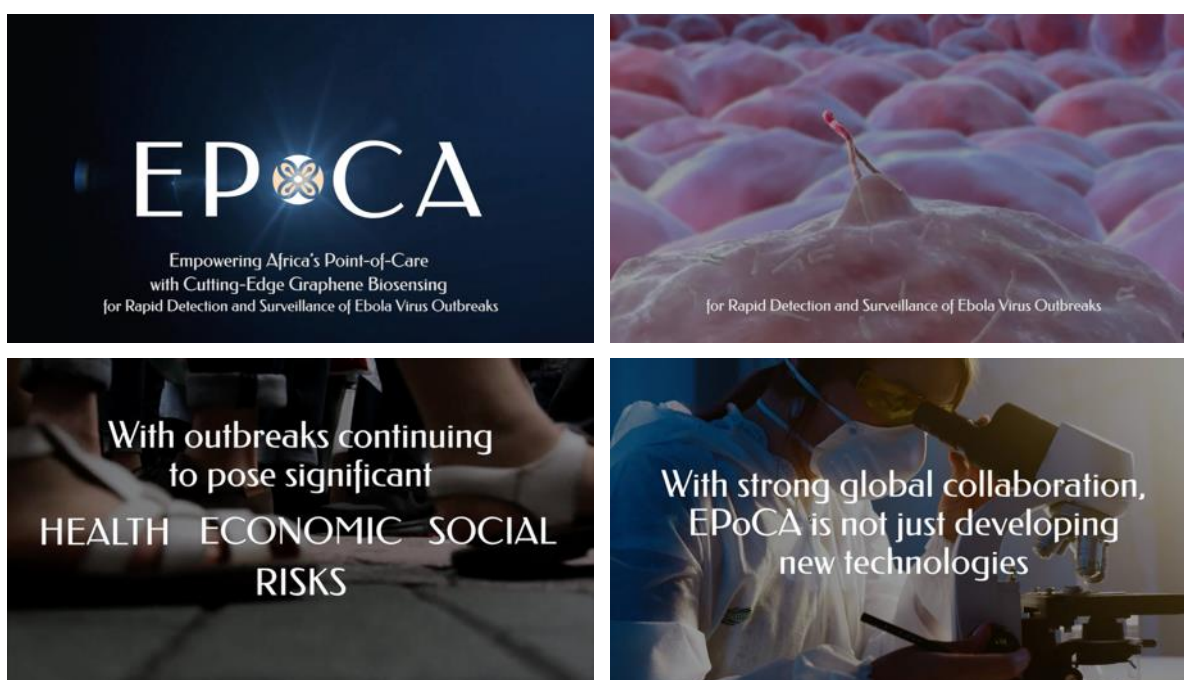


Figure 3 – frames from EPoCA promo video

Case studies and testimonials can boost the audience's confidence, improve project awareness and can inspire audiences to act and get involved in the project. Testimonials are written or recorded statements that showcase positive experiences and outcomes. They are powerful tools to influence potential leads and help establish credibility. Similarly, case studies will provide an in-depth review and showcase of how project partners approached and solved a challenge.

3.2.3 Written Materials

Deliverables provide valuable insights, communicate methodologies, and report on ongoing and final results. Public-friendly versions will be produced, in various formats, if the content is relevant for public audiences (beyond the project sphere). This way, we will disseminate

¹ Mark, C. (21 April, 2025). *Where are global podcast-listeners in 2025?* YouGov Business. Available at <https://business.yougov.com/content/52047-where-are-global-podcastlisteners-in-2025>

knowledge and improve access to information. If deliverables are labelled as confidential in the GA, access to their full versions will be restricted to the consortium and EC services.

3.2.3.1 Blogs

The primary objective of the news articles and blogs, which will be published on the project website, is to create an engaging website for the audience and to project the project's visibility. Furthermore, blogs and news articles will teach our audience about the project and enable them to distinguish it from similar projects in the ecosystem. These online publications will also serve to increase website traffic from search engines.

News articles and blogs will serve to keep the audience informed. They will serve as educational tools to educate our users about the project's deliverables and share knowledge on specific subjects.

In the first year, the purpose of the blog posts is to inform and educate the audience about the project and the solution offered. Thus, a minimum of four blogs are planned in Y1 supporting the project narrative. Ad-hoc blog posts will also be created to provide expert content and updates to specific audiences about project activities.

Table 4 – Blog planned for Y1 (2025)

No	Title	Date	Status
1	Introduction to EPoCA: Goals and Vision	January (delayed)	Published
2	The Role of Graphene in Medical Diagnostics	January	Published
3	AI in Epidemiological Surveillance	May	Published
4	Lessons Learned from Ebola Outbreaks: Preparing for the Future	September	Draft

3.2.3.2 Scientific publications, white papers and policy papers

Technical and expert publications (e.g. news articles, scientific journal publications, policy briefs) communicating formal project outputs of interest to the industrial, educational, scientific or policy communities, promoting recent developments and forthcoming priorities are a key task for WP8. At least 3 open access articles must be produced.

3.2.3.3 Press Releases

Two press releases are anticipated to be produced and disseminated, one at the beginning for presentation of the project and one at the end with results. Our partners will deliver these to their audiences by disseminating them on their social media channels, company newsletters, and websites. The first press release was for the Kick Off Meeting and official launch of the project. It is available in the Media section of the website.

3.2.3.4 Leaflets and Brochures

Finally, to promote easy access to top-level project information at engagement events, conferences or workshops, we will produce dissemination material in the form of digital and printable flyers, brochures and handbooks as appropriate. A project flyer and leaflet have been designed and are available for use and download in a dedicated share folder on the consortium's cloud. This material will be updated as the project matures and public deliverables become available, hence maximising audience visibility, engagement and uptake of the EPoCA products.

3.3 Shared media

Social media plays a critical role in amplifying and informing the general public about the project progress. The below specific social media channels will be used to reach target audiences. Our social media channels and #s are provided in the table below.

Table 5 – Social Media Channels

	LinkedIn	YouTube	Instagram	Facebook
Handle	@EpoCA	@epocaproject	@epocaproject.eu	@epocaproject
URL	linkedin.com/company/epoca-project/	youtube.com/channel/UCr0am41wiqyCFZjCPH5F4rA	instagram.com/epocaproject.eu/	facebook.com/epocaproject
#	#EPoCA #Graphene #Semiconductors #Nanotechnology #Biosensors #IoT			

3.3.1 LinkedIn

LinkedIn's algorithm uses several ranking signals that contribute to the success of a post. These include:

- Relevance – use of keywords, hashtags and comments.
- Engagement probability – machine learning models predict post engagement, especially within the first hour.
- Personal connections – it prioritises your 1st degree connections. This means that the more of your 1st degree connections who actively engage with a post (e.g., liking, sharing), the more likely their own connections (your 2nd degree connections) will also see the post.

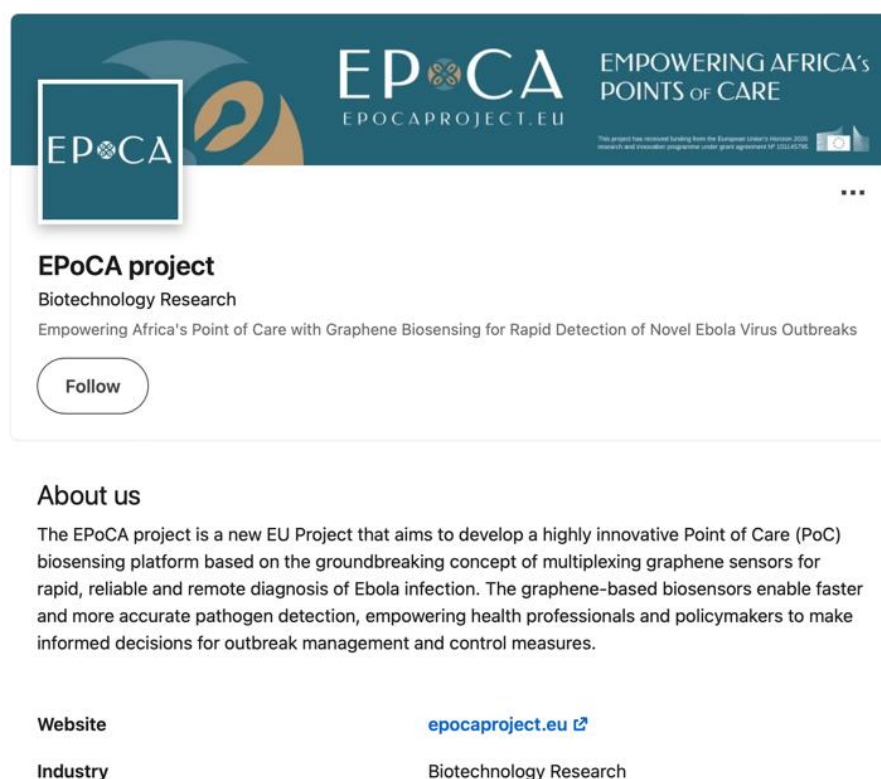


Figure 4 – LinkedIn profile

3.3.2 Youtube

YouTube's algorithm drives content discovery by recommending videos that keep users engaged and watching longer. It relies on several key ranking signals:

- Watch history & behaviour – YouTube closely tracks what you watch, how long you watch, and what you skip, to personalize recommendations and Up Next suggestions.
- Engagement signals – Likes, comments, shares, and especially watch time are strong indicators of a video's quality and relevance.
- Video relevance – YouTube analyses titles, descriptions, tags, and even the video's transcript to determine what a video is about and how it matches user intent.

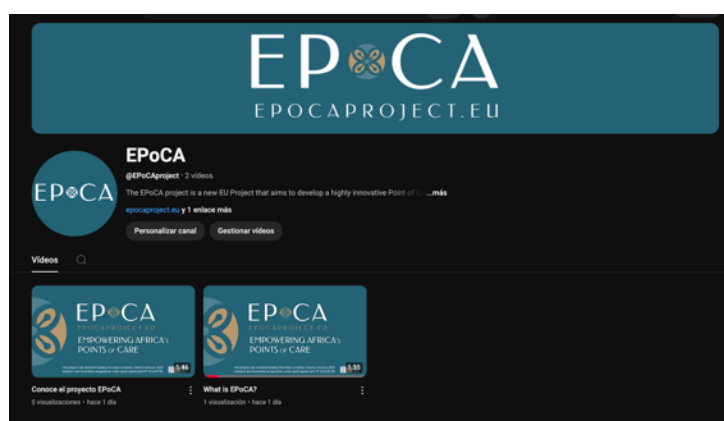


Figure 5 – Youtube channel

3.3.3 Instagram / Facebook

Instagram's algorithm drives content discovery by prioritizing posts that keep users engaged and interacting. It uses several key ranking signals:

- User behavior and interaction history – Instagram tracks what content you like, save, comment on, share, and how much time you spend on certain posts or profiles to personalize your feed, Stories, Reels, and Explore tab.
- Engagement signals – Likes, comments, shares, saves, and especially interactions like DMs or profile taps are strong indicators of a post's relevance and quality.
- Content relevance and context – Instagram analyzes captions, hashtags, image recognition (for visual content), and metadata to understand what a post is about and how well it aligns with user interests.

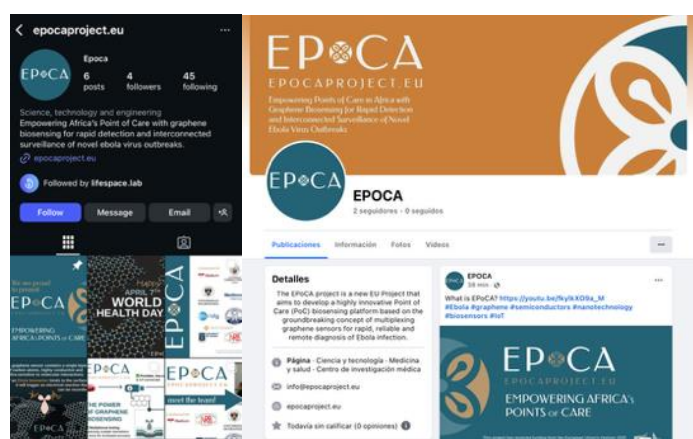


Figure 6 – Instagram and Facebook profiles

3.4 Earned projects

Earned media is content related to the project, which is published by a third party without any form of payment to the publisher. It is visibility that is gained organically and includes articles by media outlets, other projects, interviews and presentations by project representatives, or bylines editorials in trade press or other publications. Exposure through word of mouth, reviews, and social media mentions, reshares, etc, are other examples. In the context of European projects, most earned media is gained via invitations to partners and project representatives to speak at high-level events and conferences about the project. Additionally, media feature and interviews - such as being invited to talk at a webinar or join a podcast episode are other earned media opportunities.

Earned media may also be gained by partners internally communicating about the project via internal company meetings, via newsletters. Additionally, earned media can be won by direct outreach to media organisations, trade magazines, Influencers and related projects. As earned media occurs organically, by its nature it takes longer and is less transactional, however some basic actions will be used to leverage maximise the potential that is associated with earned media coverage. This includes:

- 1) Pitching relevant publications to bloggers, influencers and reporters.
- 2) Identifying how the project's objectives fit in with larger trends (e.g., reshoring pharmaceutical manufacturing).
- 3) Publishing unique data on social media channels.
- 4) Promoting thought leadership/opinion pieces by subject matter experts on the project website.
- 5) Ensuring partners share social media content.
- 6) Invite representatives from sister, and related, projects to participate In audiovisual activities (e.g., podcast series). A list of such projects is provided below.

The EPoCA communication team is continuously monitoring relevant ongoing and new projects and Initiatives that align with our mission and present complementarities and possibilities for seeking and establishing synergies. By "relevant projects", we refer to those that share similar goals, target audiences, or thematic focus areas such Ebola.

The table below presents a non-exhaustive list of projects and initiatives identified to date that will be maintained as a living tracker and updated in the next reports.

Table 6 – List of relevant projects

No.	Project name / Short description
1	<p>Sustainable eThics Reviews of digital heAlth Technology dESiGn In sub saharan afriCa (STRATEGIC). The evolving state of industries and research centres in sub-Saharan Africa (SSA) necessitates the implementation of responsible research and innovation practices and laws to prevent their misuse by organisations and corporations. In this context, the EU-funded STRATEGIC project aims to collaborate with stakeholders and partners in SSA and the EU to develop a responsible research and innovation methodology. This methodology will honour local principles, needs, and values while adhering to essential ethics and regulatory requirements. The project will specifically emphasise the necessity for stringent ethical guidelines and regulations concerning digital health technologies to safeguard privacy and efficacy. www.strategic-project.org/</p>
2	<p>Development of a toolbox to improve preparedness strategies on surveillance in human-animal interface and countermeasures to reduce recurrent Ebola impacts. Infection with Sudan's strain of the Ebola virus, first described in 1977, is often lethal and no vaccine is available. Sudan Ebola virus is also highly contagious, spread by contact with bodily fluids of infected humans or animals including saliva, urine and faeces. A recent ongoing outbreak in Uganda has renewed urgency for the development of tools and strategies for surveillance and control of outbreaks. The EU-funded Ebola PREP-TBOX project aims to address this challenge with a toolbox for early Ebola outbreak containment. The project will address the problem holistically with improved diagnostics, new treatments, mosaic antigens for vaccine development and a spatiotemporal model to predict future outbreaks.</p>
3	<p>The EBO-PEP project: EBola Zaïre Post-Exposure Prophylaxis, preparedness and efficacy evaluation during outbreak in Central and West-Africa. Ebola Virus Disease (EVD) outbreaks represent significant threats to public health and require effective countermeasures to minimize transmission and reduce mortality. The r-VSV-ZEBOV vaccine (Ervebo) demonstrated efficacy in protecting contacts and contacts of contacts and has since been widely used in ring vaccination strategies in the Democratic Republic of Congo (DRC) outbreaks. However, its efficacy for high-risk contact is more and more debated. Furthermore, two monoclonal antibodies (mAbs), Ansuvimab (Ebanga) and REGN-EB3 (Inmazeb), have demonstrated their efficacy as treatment in reducing mortality in patients with EVD. With the availability of these management and prevention tools, the question of their use in Post-Exposure Prophylaxis (PEP), to protect individuals from contracting EVD after a high-risk contact, is more important than ever to effectively control EVD.</p> <p>The EBO-PEP consortium built on a highly successful collaboration between African and European institutions and NGOs. and allow to maintain a network for knowledge sharing and consortium collaboration to fight against EVD in Africa. The overall objective of the EBO-PEP project is to increase the portfolio of therapeutics tools against EVD, by evaluating a PEP strategy for high-risk contact. This will be accomplished through a multi-epidemic; multi-countries phase III clinical trial to test the efficacy of mAbs used as PEP during outbreak period.</p>

4. Awareness and dissemination events

Partners are encouraged to list relevant events to ensure a coordinated and strategic approach to stakeholder engagement and public visibility. The purpose of this listing is to identify key opportunities where project results, activities, or objectives can be effectively shared with target audiences, including policymakers, educators, industry stakeholders, and the general public.

4.1 Conference and events

Here is the list of conferences and events of interest for the dissemination of the project in 2025. Those highlighted in blue are those with confirmed attendance.

Table 7 – List of Conference and events Y1

Event Title	Event Description	Date
Africa Health Conference (AHC) 2025	This conference brings together leaders, researchers, and practitioners to explore innovative strategies in health financing, healthcare technology, climate resilience, and emergency preparedness to support equitable health outcomes in Africa.	February 7–8, 2025
Infection Congress 2025	This conference will address global collaboration and public health strategies for infectious diseases, with sessions on Ebola virus disease and Zika virus.	March 17–18, 2025
European Congress on Infectious Diseases	This event will feature discussions on various infectious diseases, with sessions potentially covering Ebola and other viral infections.	April 14–15, 2025
Viruses and Cells Conference	Organized by the Gordon Research Conferences, this event focuses on the biology of viral infections, including replication, host interactions, and pathogenesis	May 18 - 23, 2025
8th World Congress on Infectious Diseases 2025	This congress will cover a wide range of topics related to infectious diseases, including specific sessions on the Ebola virus.	June 9–11, 2025
INFOS 2025: Bridging Nanotech and Biosensing for Global Health	The INFOS conference is a prestigious biennial event which brings together electrical engineers, technologists, materials scientists, device physicists and chemists from Europe and around the world to debate the newest developments on thin insulating films on semiconductors and identify the challenges ahead in this highly diversifying field.	June 25 - 27, 2025 (CONFIRMED ATTENDANCE)
Africa Health Business Symposium	Mark your calendars for an extraordinary event shaping the future of healthcare in Africa! The 11th AHB Symposium is set to take place on July 16th and 17th, 2025, in the vibrant city of Abuja, Nigeria. With a theme centered on “Leveraging Innovation to Advance Universal	July 16th and 17th, 2025

	Health Coverage (UHC) in Africa,” this two-day symposium promises to be a pivotal gathering of healthcare visionaries, policymakers, and industry leaders.	
13th IAS Conference on HIV Science (IAS 2025)	While primarily centered on HIV research, IAS 2025 will also address broader health issues, including infectious diseases like Ebola. The conference aims to present critical advances in basic, clinical, and operational research, setting the gold standard for HIV science and related fields.	July 13–17, 2025
International Conference on Medicine and Health Sciences	While broader in scope, this conference may include discussions on Ebola virus disease and related health topics	August 23, 2025
7th European Congress on Infectious Diseases	This congress aims to bring together experts to discuss advancements in the field of infectious diseases, including Ebola viral infections.	Sept 11-12, 2025
FEMS 2025 EUROMAT	Enhancing the sensitivity and reproducibility of graphene field-effect transistor biosensors for precise label-free SARS-CoV-2 detection through optimized surface biofunctionalization https://euromat2025.com/f-materials-for-healthcare/#f-4-emerging-materials-and-technologies-in-bioelectronics-and-biosensors	September 14-18, 2025 (CONFIRMED ATTENDANCE)
Africa Health Tech Summit	Now in its fourth edition, the Africa HealthTech Summit (AHTS) brings together Ministers of Health and ICT, National Public Health Institutes, Regulators, Tech Innovators, Healthcare Professionals, Development Partners, Investors, and Academia. Together, they explore how emerging technologies can be harnessed to build resilience, improve health systems, and promote individual wellbeing across African communities. Under the theme “ Connected Care: Scaling Innovation Towards UHC ,” the 2025 Summit explores how connected, intelligent technologies can be leveraged to strengthen primary health care delivery, improve continuity of care, integrate service delivery across health systems, and accelerate equitable access to essential health services. This includes deploying AI, cloud computing, IoT, robotics, drones, and blockchain to improve efficiency, responsiveness, and reach particularly for underserved populations and frontline health workers supporting progress toward Universal Health Coverage.	13th - 15th October 2025

4.2 Community building

Task 8.2 *Stakeholders engagement & collaboration* aims to strengthen relationships between the Consortium and identified stakeholders. To start the process of community building and promote co-creation at a Consortium level, an ideation workshop during the last plenary meeting in Madrid (the first time all partners, including African teams from Ghana and DRC, were able to meet in person) which resulted in a great amount of interesting inputs from all partners that will serve as a basis for topics in future blog posts, videos, webinars and other community building activities.

4.2.1 First ideation workshop results

The ideation workshop was attended by all partners, with 14 active participants in the Mentimeter interactive presentation. Here are the answers for the initial icebreaker questions:

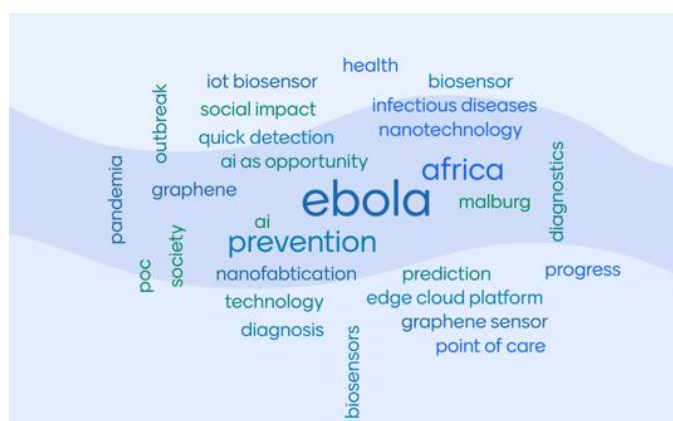


Figure 7 – Word cloud for *What word comes to mind when thinking about EPoCA?*

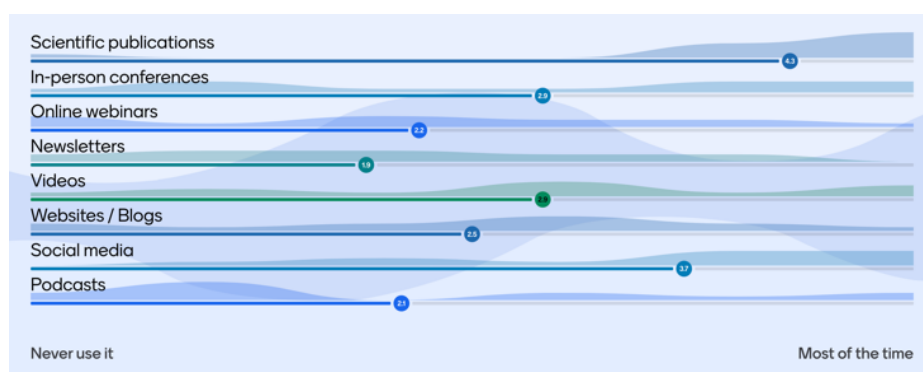


Figure 8 – Ratings for *What are your preferred channels to know about science and technology?*

Then, the central part of the workshop consisted of coming up with ideas for topics that could be developed into videos, blog posts and webinars in the future within C&D activities for the project. For this part, the process was divided into three 3 areas:

- 1) **Shared knowledge:** lessons or scientific discoveries accessible to the general public.
- 2) **Human stories:** Testimonies or experiences, not in a scientific or technical language but from the point of view of patients and workers.
- 3) **Social & environmental impact:** What challenges do we address in EPoCA?

Afterwards, participants were able to review all answers submitted and vote for their favourites in each category. The collected answers and votes in each area can be consulted in the following table:

Table 8 – Workshop ideas collected

	Idea	Votes
SHARED KNOWLEDGE	Importance of preventing the spread of infectious diseases	5
	Sensors for quick diagnostics of infection	4
	<i>a real definition of the pilots (real field application)</i>	3
	<i>Virus & pathogens can be detected using electronic devices such as Graphene FET</i>	2
	<i>Biosensors for prevention of infections</i>	2
	<i>what is graphene and its potential in diagnosis</i>	1
	<i>Innovation, performance, improvement</i>	1
	<i>Advance in biomedical application of nanotechnology</i>	1
	<i>Looking at AI as an opportunity</i>	1
	<i>Quick detection of Ebola in real time</i>	0
	<i>Quick detection of Ebola</i>	0
	<i>Rural impact for following the Ebola</i>	0
	<i>AI and the way it can help health systems at a large scale</i>	0
HUMAN STORIES	<i>Confounding diagnosis in rural areas kill</i>	3
	<i>Ebola survivors, caregivers/families</i>	3
	<i>Knowing the real impact of Ebola in affected areas by families</i>	3
	During our initial community engagement sessions in rural parts of Ghana, a local health worker talked about 2014–16 outbreak	3
	<i>experience of a patient diagnosed with the EPoCA kit: user-friendly, trust, quick?</i>	2
	<i>How the disease looks like - awareness</i>	2
	<i>Project members consider hard to reach populations in resource limited setting</i>	2
	<i>Early detection vs. treatment</i>	1
	<i>One health dimension of healthcare</i>	1
	<i>Diagnostic management and progress, role of diagnostic in outbreak management</i>	1
	<i>after-effects disease</i>	1
IMPACT	<i>Governments and public institutions</i>	0
	<i>Ebola survivors</i>	0
	Democratization of global healthcare	5
	Avoid pandemic outbreak	5
	<i>Providing health care to the poor</i>	4
	<i>Access to the most isolated areas to prevent spread</i>	3
	<i>Prevention and improvement in the pandemic diseases treatment</i>	2
	<i>Pandemia precticion</i>	2
	<i>provide Ebola diagnosis to a wider population in an easy way</i>	2
	<i>Avoid social / familiar stigma</i>	2
	<i>Diagnostic accessibility, Decision making for therapy implementation, short run-around</i>	2
	<i>Health equity and access</i>	0
	<i>Avoid a pandemia</i>	0
	<i>Providing health to family survivors</i>	0
	<i>Prevention in other pandemics</i>	0
	<i>Lack of technology among underserved populations.</i>	0

To wrap up, a ‘next steps’ questions was added to offer WP8 support to the rest of tasks: materials for dissemination for user recruitment (healthcare providers, nurses, patients) and help to harmonize communication among project partners. And finally, a request from WP8 to record a short interview from each partner for video dissemination.



Figure 9 – Frames from video recordings

4.2.2 Series of webinars proposed

The ideas collected in the workshop were used to outline the following plan for future webinars and workshops which will extend the reach to external stakeholders and related project teams:

Table 9 – List of webinars

Title	Guiding Question	Key focus	Date
Preventing the next outbreak – Lessons from Ebola & Beyond	<i>How can past experiences shape our future preparedness?</i>	Survivor and healthcare worker perspectives; policy for outbreak preparedness	FIRST HALF OF 2026
Graphene biosensors for rapid diagnostics – From Lab to Field	<i>Can advanced sensors transform outbreak detection?</i>	Technology demonstration; biosensors; AI and IoT integration	SECOND HALF OF 2026
Pilots in action – Field Testing EPoCA in Ghana & DRC	<i>What does innovation look like in outbreak-prone regions?</i>	Real-world pilots; feasibility and scalability; community engagement	TBD (depending on pilot launch)
Democratizing global healthcare – Access, Equity & Preparedness	<i>How do we ensure health innovations reach the most vulnerable?</i>	Equity in healthcare; best practices; long-term global partnerships	TBD (around end of project)

These four webinars build a coherent series: (1) the challenge, (2) the technology, (3) the field pilots, (4) the broader vision of equitable global healthcare.

5. Workflow and partner's responsibilities

The coordination, planning and monitoring of the dissemination and communication activities is the responsibility of the partner BRIDG. Overall, all work packages entail, and have opportunities concerning communication and dissemination activities. Furthermore, the active involvement and commitment from all partners is crucial to achieve the desired dissemination and communication objectives stated in section 2.

To support information and knowledge transfer from the various WPs to WP8, BRIDG has set up a collaborative spreadsheet (explained in more detail below), plus the WP7 monthly meeting has been central to define the C&D strategy with close collaboration with the WP7 team and the coordinators from WP1 (initial results from this process can be consulted in D8.6). Additionally, in the monthly Work Package leaders meeting a standing agenda item concerns communication and dissemination updates and opportunities. Here WPs leaders are asked to feedback any opportunities that can be exploited for WP8 that are not explicitly stated in the GA.

The following table presents an overview of the main dissemination activities for Y1 and Y2 with a tentative timeline that will be adapted according to the evolution of project's activities and new opportunities that arise:

Table 10 – Main dissemination and communication activities

Activity	Timing	Expected outcome (deliv/ task)	Status
Brand identity	Start	Adoption of a distinguishable visual identity (including brand manual and templates)	Delivered
Social Media channels	Through out	Active social media presence, stakeholder engagement and community building	Ongoing
Website	M3-48	Website first release completed (D7.1)	Delivered
Printed flyers	Request	Dissemination by partners at in-person events	Ongoing
Digital flyers	M8 +	Online dissemination downloadable from website	Delivered+
Project Pitch	M3-M6	Slide deck introducing EpOCA outlining challenges, goals, consortium members and contact (D8.6)	Delivered
Press Release	M6+M48	Press attention within partner's networks and reach	Delivered+
Multimedia production	M12 +	Informational and promotional videos and short interviews from partners and stakeholders	Delivered+
Blog	Through out	Online dissemination of project updates and activities via website	Ongoing
Scientific publications	Through out	To disseminate the work, at least 3 articles will be published in peer-reviewed Open Access journals	Not started
Promotional Campaigns	Through out	Maximise the recruitment and diversity of participants for the piloting activities	Not started
Conferences and events	Through out	Community engagement and public outreach by attending key forums, events and conferences	Ongoing
Public deliverables	Through out	Publication of deliverables on the website and, where appropriate, promotion on social media	Delivered+
Webinars	M18 +	Community engagement with related projects, experts and other external stakeholders	Not started

5.1 Internal planning tools

An internal planning tool in the format of a living spreadsheet has been developed and will be used by both the partners and BRIDGE to plan activities, social media posts in advance and collect all potential opportunities for dissemination in events, conferences and journals. The tool is made accessible to all partners in a shared project folder.

The tool contains the following worksheets:

- 1) **Social media posts:** Please paste links to post releases and any other media work related to the project. Make sure the links are accessible and up to date.
- 2) **Website Publications:** Please enter the type of publication being produced (Policy Briefs, Opinion pieces, Blogs, Reports, News Items). Enter names and links to web publications. Provide a brief summary and/or key points for the publication.
- 3) **Scientific Publications:** Please enter names and links to scientific publications in progress related to Bridge. Include publication title, authors, journal information (if available), and a brief description.
- 4) **Press Releases and Media Tracker:** Please paste links to press releases and any other media work (e.g., institutional/project newsletter) related to the project. Make sure the links are accessible and up to date.
- 5) **Audio Visual Media Tracker:** Please enter the type of audiovisual material (e.g., webinars, interviews, podcasts, etc) in production or produced. Insert links for the recordings and events.
- 6) **Conference Events Tracker:** Please add names, dates, and details of events (hosted or attended) related to your respective work package tasks. Include event title, location, date, time, and a brief description.

EPoCA WP8 - Future conferences and events								
In order to plan ahead, please add here any future conferences, science fairs, events or activities you will attend, or know about, can be interesting to the dissemination of the EPoCA project.								
Date	Partner	Title	Place	Comment	Web or registration link	DEADLINE TO REGISTER	Plan to attend?	
9/6/2025	BRIDGE	8th Edition of World Congress on Infectious Diseases	Rome, Italy	From June 09-11, 2025 this year's theme is "Global Challenges, Local Impacts: Innovations in Infectious Disease Prevention, Diagnosis, and Treatment".	https://infectiouscongress.com/			
17/3/2025	BRIDGE	Infection Congress 2025	Berlin, Germany	Date: March 17-18, 2025 Location: Berlin, Germany Description: This conference will address global collaboration and public health strategies for infectious diseases, with sessions on Ebola virus disease and Zika virus.	https://infectiouscongress.infectiousconferences.com/events-list/infection-and-immunity			
09/02/2025	LIBELIUM	LEAP 2025	Riyadh, KSA	The event brought together world leaders in technology and innovation, especially in the application and exploitation of artificial intelligence in various fields and the advances of artificial intelligence in Saudi Arabia.				
03/03/2025	LIBELIUM	MWC Barcelona - mobile world congress	Barcelona, Spain					
29/9/25	UCBM	World Congress on Medical Physics and Biomedical Engineering 2025 (WC2025)	Adelaide, Australia		https://wc2025.org			
14/07/2025	UCBM	IEEE EMBC	Copenhagen, Denmark		https://embc.embs.org/2025/			
	UCBM	European Commission	Bruxelles, Belgium	TBD				
25/06/2025	LIBELIUM	INFOS 2025 - +Qchip Granada	Granada, Spain	Date: June 25-27, 2025 Location: Granada, España Description: The INFOS conference is a prestigious biennial event which brings together electrical engineers, technologists, materials scientists, device physicists and chemists from Europe and around the world to debate the newest developments on thin insulating films on semiconductors and identify the challenges ahead in this highly diversifying field.	https://infos2025.ugr.es/			
14/09/2025	UCM	FEMS 2025 EUROMAT	Granada, Spain	Date: September 14-18, 2025 Location: Granada, Spain Organization and chairing of F4 Symposium (Materials for Healthcare Area): Emerging Materials and Technologies in Bioelectronics and Biosensors This symposium focuses on advancements in biosensing and bioelectronics, driven by breakthroughs in materials research, microtechnology, and digitalization.	https://euromat2025.com/f-materials-for-healthcare/f4-emerging-materials-and-technologies-in-bioelectronics-and-biosensors		Yes	
16/09/2025	UCM	FEMS 2025 EUROMAT	Granada, Spain	Date: September 14-18, 2025 Location: Granada, Spain Oral presentation: Enhancing the sensitivity and reproducibility of graphene field-effect transistor biosensors for precise label-free SARS-CoV-2 detection through optimized surface biofunctionalization	https://euromat2025.com/f-materials-for-healthcare/f4-emerging-materials-and-technologies-in-bioelectronics-and-biosensors		Yes	
03/10/2024	UCM	Eleventh International Workshop on Biosensors	Marrakech, Morocco	Date: October 03-05, 2024 Location: Marrakech, Morocco Oral presentation: Controlled surface biofunctionalization of graphene field-effect transistor biosensors as a powerful tool to improve sensitivity and reproducibility in label-free SARS-CoV-2 detection	https://www.biocap.ma/		Yes, previously	

Figure 10 – DISSEMINATION ACTIVITIES REPORT (events' sheet)

EpoCA WP8 - CALENDAR for posting (social media, blog and newsletter)									
BLOG: min 10 with 100 readers (1/Q) NEWSLETTER: min 9 (1/4 months) LINKEDIN & FACEBOOK: min 2/month (plan to post every tuesday between 8-11am) X: min 1/week every tuesday between 8-11am (+ live posting during key events/conferences) INSTAGRAM: plan 3/week (tuesday, wednesday, thursday) between 8-10am / 11am-1pm									
Date	Tr	ID	Channel	Status	Tr	Title	Graphic	Copy	Comments (key areas, strategy)
Date: 1/10/2024									
1/10/2024	B1		BLOG	POSTED		Introduction to EPoCA: Goals and Vision	-		General explanation of the project, its main objectives, and how it aims to revolutionize the diagnosis of Ebola and other infectious diseases.
1/10/2024	NL1		NEWSLETTER	DISCARDED		EPoCA Project Introduction	-		EPoCA Project Introduction Project goals, partners, and mission Initial plans for biosensor development & AI-driven surveillance
Date: 1/01/2025									
1/01/2025	B2		BLOG	POSTED		The Role of Graphene in Medical Diagnostics	-		A technical and practical look at how graphene biosensors are transforming **Point-of-Care** diagnostics.
Date: 18/02/2025									
18/02/2025	LN1		LN/FB	POSTED		Introduction to EPoCA: A New Era in Infectious Disease Diagnostics (Project Overview)	Consortium photo	Transforming Infectious Disease Diagnostics: EPoCA is Here!	
18/02/2025	X1		X	POSTED		Introduction to EPoCA: A New Era in Infectious Disease Diagnostics (Project Overview)	Consortium photo	NEW PROJECT ANNOUNCEMENT: We are thrilled to EPoCA is Here! Revolutionizing infectious disease diagnostics with graphene bio Faster, real-time detection	
Date: 25/02/2025									
25/02/2025	LN2		LN/FB	POSTED		Challenges in Epoca Detection	Infographic on the detection process	Early Ebola Detection Challenges: How Are We Solving Them?	
25/02/2025	X2		X	POSTED		Challenges in Epoca Detection	Infographic on the detection process	Early Ebola Detection: The Challenge & Solution Current Issues: No access to PCR labs in outbreak zones	
Date: 4/03/2025									
4/03/2025	LN3		LN/FB	POSTED		Key Technology: Graphene Biosensors	Graphic of the biosensor and its function	The Power of Graphene in the Fight Against Pandemics	
4/03/2025	V3		V	POSTED		Key Technology: Graphene Biosensors	Graphic of the biosensor and its function	Did you know that graphene-based biosensors can detect Ebola in minutes? Graphene: A Game-Changer in Pandemic Response!	

Figure 11 – DISSEMINATION ACTIVITIES REPORT (social media calendar)

5.2 Key performance indicators

Key Performance Indicators, KPI, have been defined in the GA to track the communication and dissemination activities carried out by the Consortium during the project's lifecycle.

Throughout the project's duration a yearly quantitative and qualitative analysis of the communication and dissemination activities will be carried out as part of the WP8. These will be reported in the deliverables foreseen in M12, M24 and M36 (D8.1 and updates). Statistical analysis of website and social media behaviour will be reviewed periodically, paying attention to the variables provided: followers' growth, likes, post reaches, page views, time tendencies, posts success, and impressions. The collection of data related to events where the EPoCA project has participated or organised, the number of publications and networking outputs will be gathered on an online table that partners will be periodically filling in.

Table 11 – Updated KPIs definition

Channel	KPI	Verification	Target
Website	# visits	Matomo Analytics, Google Analytics	1000 visitors 5% annual increase in visits
Conferences	# attended	Reported by partners	5 scientific conferences
Social networks	# interactions	Social media platform	+1000 views and 200 followers (annual increase of 15%)
Journal publications	# publications	List of publications	> 3 Open Access articles
Blog posts	# accesses	Google Analytics	50 readers per blog (at least 10 practitioners)
Media outreach	# mentions in external media	Google Alerts	6 press mentions

6. Summary and conclusions

The present deliverable provides an in-depth description of the plan, tools and assets that the EPoCA team will activate to ensure impactful dissemination of its vision, mission, goals and results.

The EPoCA Consortium is committed to implementing this strategy and will provide annual reporting on the project's communications and dissemination achievements. All annual reports will propose improvements and adjustments to the plan as the project progresses by using user metrics to analyse successes and bottlenecks.

Dissemination and communication are a key component in the overall EPoCA strategy to ensure the sustainability of the services and outputs developed by the project, both during and beyond the end of the funding period. It is also closely connected to the stakeholder engagement activities planned in WP8 and delivered across all the WPs.

This plan will be monitored regularly to ensure that it continues to meet the evolving needs of the project, as it moves from awareness-raising to targeting Industry stakeholders and learners to engage in the strategy development, Its subsequent endorsement and the uptake of the training programmes.