



PRECISEU

COMMUNICATION AND DISSEMINATION TOOLKIT

Deliverable 2.2

NE RDA and BIOCAT

28/12/2024



**Co-funded by
the European Union**

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No 101161301

DISCLAIMER

PRECISEU is co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or EISMEA. Neither the European Union nor the granting authority can be held responsible for them.” While the information contained in the documents is believed to be accurate, the authors(s) or any other participant in the consortium make no warranty of any kind with regard to this material including, but not limited to the implied warranties of merchantability and fitness for a particular purpose. Neither the Consortium nor any of its members, their officers, employees, or agents shall be responsible or liable in negligence or otherwise howsoever in respect of any inaccuracy or omission herein.



**Co-funded by
the European Union**



**Co-funded by
the European Union**

Project information	
Project title	PeRsonalised medicine Empowerment Connecting Innovation ecoSystems across EUrope
Acronym	PRECISEU
Project URL	https://cordis.europa.eu/project/id/101161301
Grant Agreement n.	101161301
Call	HORIZON-EIE-2023-CONNECT-03
Call Topic	HORIZON-EIE-2023-CONNECT-03-01- Implementing co-funded action plans for connected regional innovation valleys
Type of Action	HORIZON-COFUND- HORIZON Programme Cofund Actions
Project start/end date	01/07/2024-30/06/2029
Project duration	60 months
EU Project officer	Christina Nanou (EISMEA)
Project coordinator	Montse Daban (Biocat)
Project managers	Núria Radó and María Cejas (Biocat)

Deliverable information	
Deliverable n.	2.2
Work package n.	WP2. Communication and Dissemination
Deliverable title	PRECISEU Communication and dissemination toolkit
Lead beneficiary	NE RDA
Participants	Biocat
Main authors	Smaranda Balut (NE RDA)
Contributors	Montse Daban (Biocat)
Reviewed by	Maria Cejas (Biocat)
E-mail Contact for queries	mcejass@biocat.cat
Due date	31/12/2024
Document status	Final
Document version	2
Document type*	R (Report)
Dissemination level	Public
*Legend = R – Report // DEM – Demonstrator, pilot, prototype, plan designs // DEC – Websites, patents filing, press & media actions, videos, etc. // DMP – Data management plan // OTHER – Software, technical diagram, algorithms, models, etc.	



Co-funded by
the European Union

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No 101161301

CONSORTIUM PARTNERS

1	BIOCAT LA FUNDACIO BIOREGIO DE CATALUNYA	BIOCAT	COO	ES
2	DEPARTAMENT DE SALUT - GENERALITAT DE CATALUNYA	SALUT	BEN	ES
3	BARCELONA SUPERCOMPUTING CENTER CENTRO NACIONAL DE SUPERCOMPUTACION	BSC-CNS	BEN	ES
4	BIORN CLUSTER MANAGEMENT GMBH	BIORN	BEN	DE
5	BIOPRO BADEN-WUERTTEMBERG GMBH	BIOPRO	BEN	DE
6	AGENTIA PENTRU DEZVOLTARE REGIONALA NORD-EST	NE RDA	BEN	RO
7	ASOCIATIA DIGITAL INNOVATION ZONE ZONA DE INOVARE DIGITALA	DIZNE	BEN	RO
8	CLUSTERUL REGIONAL INOVATIV DE IMAGISTICA MOLECULARA SI STRUCTURALA NORD-EST (IMAGO-MOL)	IMAGO-MOL	BEN	RO
9	BIOTEHNOLOGICHEN I ZDRAVEN KLASTER	HLSCB	BEN	BG
10	STOLICHNA OBSHTINSKA AGENTSIA ZA PRIVATIZATSIA I INVESTITSII	SIA	BEN	BG
11	CLUSTER INDUSTRIE DELLA SALUTE E DEL BENESSERE	CLUST-ER HEALTH	BEN	IT
12	REGIONE EMILIA ROMAGNA	RER	BEN	IT
13	ART-ER-SOCIETA CONSORTILE PER AZIONI	ART-ER	BEN	IT
14	VLAAMSE GEWEST	EWI	BEN	BE
15	MEDVIA	MEDVIA	BEN	BE
16	VIESOJI ISTAIGA INOVACIJU AGENTURA	IA LITHUANIA	BEN	LT
17	BRG, BUSINESS REGION GOTEBOG AB	BRG	BEN	SE
18	EATRIS ERIC	EATRIS	BEN	NL
19	PLATAFORMA DE ORGANIZACIONES DE PACIENTES	POP	BEN	ES
20	AGENCIA PER A LA COMPETITIVITAT DE LA EMPRESA	ACCIO	BEN	ES
21	IDRYMA TECHNOLOGIAS KAI EREVNAS	FORTH-ICS	BEN	EL
22	REGION OF CRETE	CRETE	BEN	EL
23	SAHLGRENSKA SCIENCE PARK AB	SSP	BEN	SE
24	RIVNE INTERREGIONAL MEDICAL CLUSTER	RIVNE	BEN	UA
25	ASTRAZENECA FARMACEUTICA SPAIN S.A.	ASTRAZENECA	BEN	ES



Co-funded by
the European Union

WORKPACKAGES AND LEADERS

Work Packages Name		WP Leader
WP 1	Project Management and Coordination	Biocat
WP 2	Communication and Dissemination	NE RDA
WP 3	Interregional Collaboration and Partnership Bridging	IA Lithuania
WP 4	Use of Health Data	ART-ER
WP 5	Multistakeholder infrastructure to enable access to ATMP on large scale	BIO PRO
WP 6	Market and Patient Access	SSP
WP 7	Training and Cultural Change	HLSCB
WP 8	Adoption of PM innovations in the HealthCare System	SALUT
WP 9	Innovation Support Program	Biocat

Intellectual Property Rights (IPR)

This deliverable is an open access report, which permits use, sharing, adaptation, distribution and reproduction in any medium or format, if you give appropriate credit to the original author(s).

The contributing partners own rights on their contents, following the project grant agreement (1011621301).

How to quote this document

Balut, S., Daban, M. (NE RDA and Biocat) (2024). "D2.2 PRECISEU Communication and dissemination toolkit" (PRECISEU). <https://cordis.europa.eu/project/id/101161301>



Co-funded by
the European Union

TABLE OF CONTENTS

TABLE OF CONTENTS.....	6
1. EXECUTIVE SUMMARY	7
2. D&C TOOLKIT PURPOSE	7
3. VISUAL IDENTITY AND BRANDING.....	7
4. THE TOOLS.....	9
5. WEB STRUCTURE & DEVELOPMENT (D2.4)	12
6. DISSEMINATION, OUTREACH & COMMUNICATION PLAN (D2.1).....	15
7. NEWSLETTER (EXTERNAL)	15
8. SOCIAL MEDIA GUIDELINES.....	17



Co-funded by
the European Union

1. EXECUTIVE SUMMARY

The Communication and Dissemination Toolkit is in line with the scope of the Dissemination, Outreach and Communication Plan (D2.1). The toolkit has been developed in English. It includes the visual identity elements and indications on communication tools and channels to be used for dissemination and outreach. Elements of this kit are project logo and brand, project PPT templates, templates for internal and external monthly electronic newsletters, elements for PRECISEU Platform (D2.4) and use of social media (mostly LinkedIn) to notify stakeholders about the project's progress, calls and actions.

2. D&C TOOLKIT PURPOSE

This D&C Toolkit outlines communication and dissemination elements and strategies for the PRECISEU project. It includes a summary of the visual identity development, use of branding guidelines, templates, social media guidelines, and plans to engage stakeholders and promote project milestones effectively.

3. VISUAL IDENTITY AND BRANDING

The brand design is based on concepts of personalized medicine, technological innovations, and EU ecosystems. The logo design is balanced between the symbol and the logotype, ensuring optical adjustment of the kerning. The brand has been designed by WeDo Projects, through a creation process that included questionnaires and interviews to choose typographies, colors and formats, to be clear about what the partners wanted their logo to represent.



The different versions of the brand ensure versatility without losing the main identity traits.

Horizontal version



Square version



Rectangular version



Symbol



Whenever possible, the brand will be used in its main version.

Main positive version



Positive version (1 colour tone)



Main negative version



Negative version (1 colour tone)



Co-funded by
the European Union

The protection area of the brand is demarcated by the size of one of its circles. This is how we keep the visibility of the brand and its independence from other elements that may share its visual space.



Use with the EU emblem:

When displayed with other logos (e.g., of beneficiaries or sponsors), the emblem must appear at least as prominently and visibly as the other logos. The example below serves for the Funded by the European Union and Co-funded by the European Union emblems indistinctively.



Primary Font for the logo:

Calibri is a **modern sans serif** family with **subtle roundings on stems and corners**. It features real italics, small caps, and multiple numeral sets. Its proportions allow high impact in tightly set lines of big and small text alike. Calibri **reveals a warm and soft character. It will be used also in texts.**

Acknowledgement:






All graphic materials developed within the project will include a proper acknowledgement of the project.

4. THE TOOLS

All PRECISEU partners have access to a shared folder containing the following communication materials and visual elements:



1. PRECISEU LOGO AND ID PACKAGE

	PRECISEU_Brand_JPG
	PRECISEU_Brand_PDF
	PRECISEU_Brand_PNG
	PRECISEU_Brand_VECTOR
	PRECISEU_Brand_Final_Versions.ai

Screenshot of logo Package in PRECISEU Folder

2. PRECISEU BRANDING GUIDE



INDEX

- 1. BRAND
 - 1.1 Main brand
 - 1.2 Brand construction
 - 1.3 Brand versions
- 2. BRAND COLOURS
 - 2.1 Colour version
 - Colour
 - Positive
 - Negative
 - 2.2 Colour palette
 - Html & CSS (Hexachrome)
 - Online-Media (RGB)
 - Four-colour printing (CMYK)
 - Offset ink (Pantone)
- 3. REGULATIONS GOVERNING USE
 - 3.1 Protected area
 - 3.2 Minimum size
 - 3.3 Incorrect logo use
 - 3.4 The use of the logo with the European emblem
- 4. TYPOGRAPHY
 - 4.1 Logotype font
 - 4.2 Primary font
- 5. ACKNOWLEDGEMENT

Cover and index of the Project's Brand Guidelines, delivered in M4 to PRECISEU partners, developed by NE RDA and Biocat with the expert collaboration of "WeDo Projects".











Co-funded by
the European Union

3. PRECISEU MAP WITH PARTNERS' LOGOS











4. DIVERSE RESOURCES FOR COMMUNICATION

	00. Templates
	Internal Bulletin
	KOM COMMUNICATIONS
	One Pager & Pitch Deck
	Partners logos
	Web
	PRECISEU D&C Toolkit V1.pdf
	PRECISEU MAP UPDATED.png

The “Resources” folder includes all materials needed by partners for communication purposes

5. PRECISEU TEMPLATES

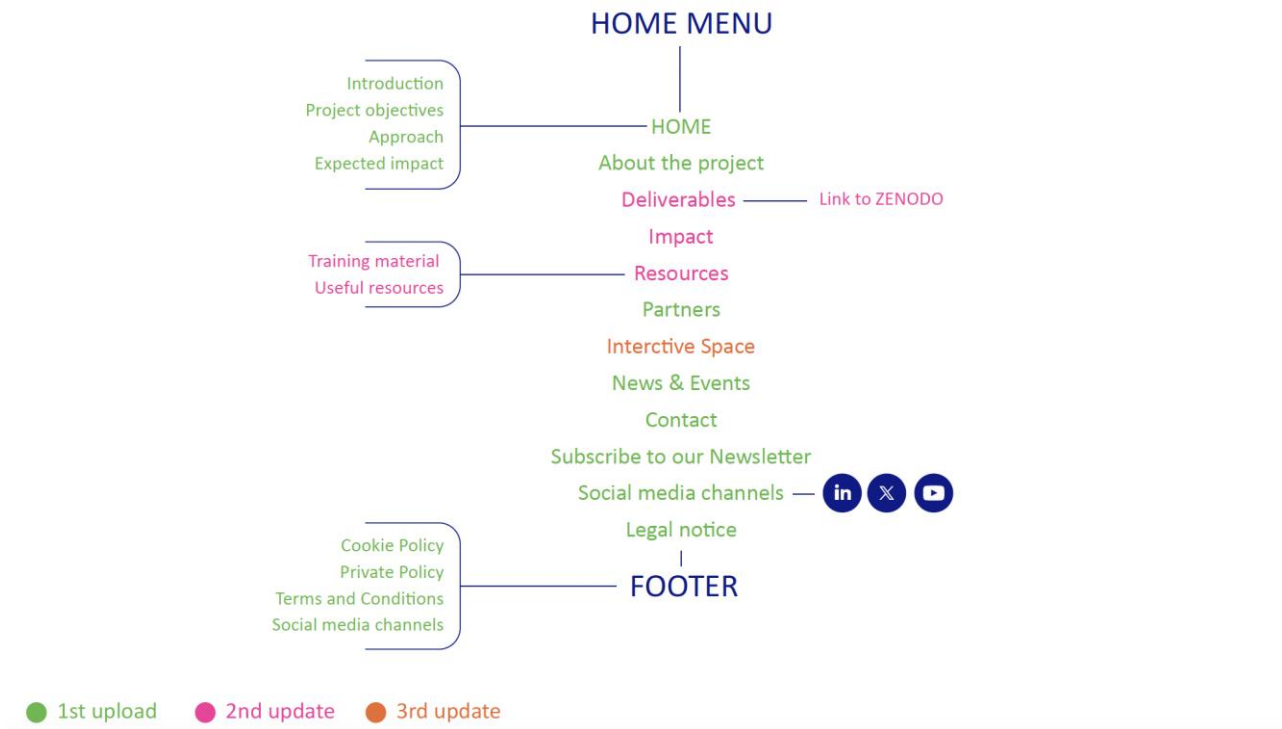
	Deliverable Review Form (DRAFT).docx	
	Preciseu Branded letter.docx	
	Preciseu GDPR Consent Form.docx	
	Preciseu Meeting Agenda.docx	
	Preciseu Meeting Minutes.docx	... 
	Preciseu Template for deliverables.docx	
	Preciseu_ppt_template.pptx	

Templates developed and available for partners' use in PRECISEU shared folder

5. WEB STRUCTURE & DEVELOPMENT (D2.4)

The PRECISEU website has been designed to enable growth and adaptability according to the project's needs, as well as timely communication of results, events, news, and resources. The website development is initially envisioned in three different phases (see Figure 1 below), but open for more as it will stay as a living entity that adapts according to the project's needs. All the process has been detailed in D2.4.

The launch of the website has been achieved in December 18th 2024, including non-confidential information about the project and its partners, links to social media, as well as legal pages such as privacy policy, and copyright information. It will also include the publication of the news, events, and newsletters pages.




Web structure and development phases.

A second phase will focus on introducing the project deliverables and resources sections. A third phase will include the interactive space for the request and management of the funding to third parties.

The website has been conceived with a design that combines a clean and modern aesthetic with a clinical perspective. The graphic elements and shapes used connect directly with our brand, and we take advantage of color resources to offer different levels of information.


[HOME](#)
[ABOUT](#)
[PARTNERS](#)
[NEWS & EVENTS](#)
[CONTACT](#)



PERSONALISED MEDICINE EMPOWERMENT CONNECTING INNOVATION ECOSYSTEMS ACROSS EUROPE

ABOUT THE PROJECT

The general purpose of PRECISEU is to develop innovative medicine in Europe for better patient care, to create a truly personalised healthcare, transferring practices and solutions from region to region and scaling up ideas both from local innovators based in advanced European medicine products and health data across Europe.

[READ MORE](#)

OUR OBJECTIVES

Accelerate personalised medicine in Europe by breaking fragmentation and inequalities, and enabling advanced technology innovations.

Connect innovation ecosystems across Europe to attract talent and foster personal medicine.

Support the scaling of advanced technological innovations in the health sector.

OUR MISSION

The general objective of PRECISEU is to increase the efficiency of a regional innovation ecosystem through strengthened collaboration and shared resources in strategic areas of regional strength and specialisation, enabling the development and implementation of innovative initiatives, and facilitating the digital and sustainable transformation of the healthcare system. PRECISEU consortium has broken down this complex general objective into five main components, representing the building blocks of the project:

GO 1
Unlocking health data Power for PM

GO 2
Facilitating AI development and access

GO 3
Market, industry and business for PM innovations

GO 4
Sustainable and affordable PM in regional healthcare ecosystems

[READ MORE](#)

NEWS AND EVENTS



Personalised Medicine Innovation
17/03/2024

EP PERMED Launches Two Calls for Personalised Medicine Innovation. The European Partnership for Personalised Medicine (EP PERMED) has announced two significant calls for proposals, fostering advancements in personalised healthcare and the utilization of innovative...

[READ MORE >](#)



The New European Innovation Agenda
17/03/2024

PRECISEU as part of the New European Innovation Agenda (NEIA). The European Commission has officially published a fact sheet highlighting the success of the PRECISEU project as part of the Regional Innovation Valley (RIV) initiative under the New European Innovation...

[READ MORE >](#)



PRECISEU Best Practice Awards 2025
17/03/2024

PRECISEU is excited to announce the Best Practice Awards 2025, an upcoming event to recognise outstanding innovation in healthcare data utilization. Set to commence in an award ceremony during the General Assembly - Virtual 2025 (September), the awards aim to showcase...

[READ MORE >](#)

[READ THEM ALL >](#)

SUBSCRIBE TO OUR NEWSLETTER


Join our mailing list to receive the latest project news.

By submitting your email address, you agree that we may use your information to provide you with newsletters and marketing or promotional materials. We will never give your information to a third party.



Co-funded by the European Union

The project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No 101161301.





6. DISSEMINATION, OUTREACH & COMMUNICATION PLAN (D2.1)

The Dissemination, Outreach & Communication Plan (hereinafter DOC Plan), submitted on M3, is the main document outlining the communication and dissemination activities taking place throughout the project. The Plan is linked to T2.1, with a focus on raising awareness about the project and representing it and its partners externally, as well as on reaching the targeted groups, such as:

- Public authorities (EC, national, regional and local)
- Private actors: start-ups, SMEs, large industry
- Innovation community (patients, cluster organisations, large networks, owners of successful PM initiatives, society, entrepreneurs, hospitals, academia)

The plan mentions the current **Communication and Dissemination Toolkit** (D2.2) with due date M6, and including descriptions on the visual identity of the project, the platform, the project dissemination through social media channels, and the creation of specific communication materials.

The DOC Plan submitted as D2.1 also defined information flows between the partners, as well as the roles and responsibilities of each consortium partner in contributing to and furthering dissemination of the project results. Lastly, the DOC Plan laid out a path for monitoring and evaluating the communication performance. The Plan will be reviewed on a biennial basis to update the list of activities and events carried out or planned for the following periods.

7. NEWSLETTER (EXTERNAL)

Frequency: At least every 3 months

Platform: Mailchimp

Subscription mechanism: Engagement through the website or social networks to increase audience

Objective: sharing key information about PRECISEU to grow the community and to expand the impact through our actions

News gathering: A mechanism to gather information from partners will be put in place from Jan 25



Co-funded by
the European Union

Editorial Board: Contents will be reviewed and validated by an editorial board composed of Coordination team members and WP2 leads. Information will be also validated in WP2 meetings and SC meetings.

Number 0 of the Newsletter was launched as a LinkedIn post celebrating Holiday Season in December 2024



Screenshot of LinkedIn post announcing website launch and Newsletter



Co-funded by
the European Union

8. SOCIAL MEDIA GUIDELINES




The DOC Plan contains all needed details and criteria to consider when creating written or visual content for each communication channel. To ensure compliance to the identity and communication guidelines, the [PRECISEU LinkedIn](#) profile will be uniquely managed by the WP2 leader and PRECISEU coordinator. When posting about PRECISEU in your profiles, remember to follow indications from https://eisma.ec.europa.eu/communication-toolkit_en. Always cite and tag EISMEA; European Commission, European Innovation Ecosystems, Horizon Europe.

The authors exemplify below some uses for different platforms. Please consider these as generic examples. For each action/milestone/win you want to disseminate, be as creative as possible!

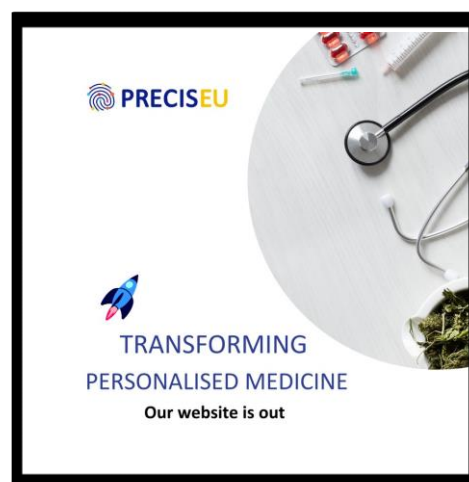
Example 1: Website Launch Announcement

Platform: LinkedIn

- **Visual:** card with tagline “Transforming Personalised Medicine: PRECISEU website is out!”
- **Comment:** Please visit our freshly backed website + [insert website link]
- **Tags:** all partners + Horizon Europe
- **Partners’ sharing:** when you share such a post make sure you add at least 2 original content lines describing the shared post aaaand...make sure you tag **PRECISEU**!

 Exciting News! PRECISEU website is now live!  Funded by Horizon Europe, we aim to revolutionize personalised medicine by advancing prevention, prediction, and patient centered care.  Learn more about how we’re working towards a healthier future for all

Hashtags: #HorizonEurope #PersonalizedMedicine #HealthcareInnovation #PRECISEU #EISMEA #EUIInnovationEcosystems #innovation #HorizonEU
Cite: Partners/ @EISMEA, @EuropeanCommission



Platform: Facebook

- **Visual:** insert from (website) link
- **Comment:** Please visit our freshly backed website + [insert website link]
- **Tags:** all partners (if they have a Facebook page) + Horizon Europe
- **Partners' sharing:** when you share such a post make sure you add at least 2 original content lines describing the shared post aaaand...make sure you tag PRECISEU!

🍷 Big news! The PRECISEU project has officially started. ✨
What's our mission? To make medicine more personalized, predictive, and patient-centered. Follow us to stay updated on our journey to transform healthcare! 🌐 Visit us at [insert website link]

Hashtags: #HorizonEurope #PersonalizedMedicine #PRECISEU
#HealthcareInnovation #EISMEA #EUIInnovationEcosystems #innovation
#HorizonEU

Cite: Partners/ @EISMEA, @EuropeanCommission

Platform: X

- **Visual:** Eye-catching visuals, maybe a short Reel relevant for the topic
- **Tags:** Horizon Europe
- **Partners' sharing:** Simply share or share as an original Tweet.

📢 Launch Alert!

@PRECISEU is here to redefine healthcare with personalized, predictive, and participatory medicine.
Stay tuned for updates and innovations: [insert link]


#HorizonEurope #PersonalizedMedicine #HealthcareInnovation #PRECISEU
[@EU EISMEA](#)

*Example 2: Newsletter Promotion***Platform:** LinkedIn

- **Visual:** Newsletter preview with project logo
- **Tags:** all partners (if they have a Facebook page) + Horizon Europe
- **Comment:** [insert newsletter subscription link]
- **Partners' sharing:** when you share such a post it would be ideal to add at least 2 original content lines describing the shared post aaaand...make sure you tag PRECISEU!



PRECISEU Monthly Updates Are Here! This month's highlights:

- ✓ Insights into Personalised Medicine
- ✓ Partner spotlights
- ✓ Upcoming events and milestones
-  Subscribe now and stay informed


#PersonalizedMedicine #HealthInnovation #PRECISEU #EISMEA

Platform: X

- **Visual:** Newsletter promo image with a "Subscribe Now" button.
- **Tags:** all partners (if they have an X profile) + Horizon Europe
- **Partners' sharing:** Share with a CTA: 'Join our community!// Let's explore #PersonalisedMedicine together!// Be part of PRECISEU #community to create impact through #PersonalisedMedicine!'



Hot off the press!

This month's PRECISEU newsletter brings you closer to the future of healthcare.  Sign up: [insert link]

#HorizonEurope #PersonalisedMedicine #HealthcareInnovation #PRECISEU #EISMEA

Example 3: Milestone Achievement

Platform: LinkedIn

- **Visual:** Photo of a meeting, chart, or milestone-related visual
- **Tags:** all partners (if they have a Facebook page) + Horizon Europe
- **Comment:** [insert newsletter subscription link]
- **Partners' sharing:** when you share such a post it would be ideally to add at least 2 original content lines describing the shared post aaaand...make sure you tag PRECISEU!



We're making strides in personalized medicine! This month, PRECISEU achieved:

- ✓ Successful partner workshop on [topic]
- ✓ Progress in [specific research area]

Thank you to our incredible team and collaborators. Stay tuned for more pdates!  Learn more: [insert link]

#PersonalizedMedicine #HealthInnovation #PRECISEU @Partner @EISMEA



Co-funded by
the European Union

Example 4: Activity to be disseminated





@XX is a partner of **@PRECISEU** and the **@sahlgrenskaglobalhealthhackathon**, focused on addressing critical global #healthcare challenges leveraging

- ✓ #personalisedmedicine and #data. The #hackathon events
- ✓ are taking place throughout 2025, aiming to bring together researchers, entrepreneurs, professionals, and students from various industries from: 3 continents

6 countries

9 health innovation hotspots

to tackle 5 of the world's most challenging healthcare issues:

-  Health equality
 -  Co-action to F*#@# Cancer
 -  Forever vital
 -  Infection prevention and control
- Smart, safe, and sustainable healthcare

Don't miss this chance to be part of the change in global health! See you in Barcelona!

+ link insert: <https://eventornado.com/event/sghh-spain#home>

#PersonalizedMedicine #HealthInnovation #PRECISEU @Partner @EISMEA

Final note

This toolkit is subject to revisions during the project. All contents are available to partners in a shared folder.

Address queries on shared folder issues and on communication materials and resources to María Cejas (mcejass@biocat.cat) and Smaranda Balut (smaranda.balut@adnorddest.ro).



Co-funded by
the European Union