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Emerging, Rodent-borne and Zoonotic Viral pathogens

Project Acronym: EURL-PH-ERZV

EU4Health Programme

Deliverable: D2.1 'Plan for communication
and dissemination'

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LIST OF ACRONYMS

DG SANTE	Directorate-General for Health and Food Safety
ECDC	European Centre for Disease Prevention and Control
EMA	European Medicines Agency
EQA	External Quality Assessment
EU	European Union
EURL	EU Reference Laboratory
EURL-PH-VBV	EURL for Public Health on vector-borne viral pathogens
GA	Grant Agreement
HaDEA	European Health and Digital Executive Agency
HERA	Health Emergency Preparedness and Response Authority
PHAS	Public Health Agency of Sweden

PLAN FOR COMMUNICATION AND DISSEMINATION

INTRODUCTION

The EU Reference Laboratory for Public Health on Emerging, Rodent-borne, and Zoonotic Viral pathogens, EURL-PH-ERZV, is one of currently nine designated reference laboratories with the overall aim of strengthening the preparedness from microbial cross border health treats. To achieve this the project will support a cross-EU network of disease network laboratories, i.e., national reference laboratories within the different EU member states with:

- Diagnostic protocols and services
- Reference material to support development and quality assessment of the laboratories own diagnostic methods
- External quality panels to assess and harmonize diagnostic practices across the disease network laboratories to ensure reported data, to for example ECDC, is of high quality
- Training and twinning opportunities based on the needs of the disease network laboratories

The project will also support the disease network and ECDC with expert opinions and inputs to, for example, reports.

A central component to reach the overall aims of the project is to engage and communicate with the stakeholders. This Communication and Dissemination Plan outlines the strategy and actions for effective communication, dissemination, and exploitation of the results generated within the EURL-PH-ERZV project. It ensures that project outcomes reach relevant stakeholders – primarily the disease network, policymakers, public health authorities, and the general public in a timely and impactful manner, enhancing awareness and preparedness for emerging, rodent-borne, and zoonotic viral threats within the European Union.

The plan constitutes a framework and guide for the project beneficiaries i.e., the consortia, ensuring harmonized and coherent communication and dissemination from the participants.

OBJECTIVES

The objectives of the communication and dissemination activities are:

- To raise awareness of the EURL-PH-ERZV project and its role within the EU4Health framework.
- To disseminate findings, guidelines, and recommendations to relevant stakeholders.
- To engage and inform public health authorities, laboratories, policymakers, healthcare professionals, and the wider scientific community.
- To promote collaboration and knowledge exchange between Member States and associated laboratories.
- To support preparedness and response activities related to emerging viral pathogens.

TARGET AUDIENCES (STAKEHOLDERS)

The project has identified the following stakeholders:

Stakeholder Group	Objective
The disease network laboratories	To engage and ensure their active participation. This group constitutes the primary target of the project as their involvement is crucial for the successful implementation. To promote synergies, avoid overlap and prevent duplication
European Centre for Disease Control (ECDC)	To ensure the alignment of the project activities with ECDC's objectives and activities. To contribute to ECDC's technical outputs and provide support in cases of outbreaks
Internal (consortium)	To ensure coherent messages and efficient project management
EURL on Vector-borne viral pathogens (EURL-PH-VBV) and EURL on emerging and zoonotic bacterial pathogens (EURL-PH-HEZB)	To promote synergies, avoid overlaps and prevent duplication
Network of EU Reference Laboratory for Public Health	To share knowledge, results and information amongst the EU reference laboratories as well as strive to harmonize the output in order to promote coherent visibility and increased impact of the project.
Other EU Reference Laboratories (e.g., Food safety, medical devices)	To inform and engage with similar initiatives within the European Union in order to identify synergistic effects and minimize overlap/double work.
National and regional public health laboratories (not part of the disease laboratory network)	To disseminate the results and inform on activities of the project to a wider, professional audience. To increase the awareness of the viruses that the project is responsible for in order to strengthen preparedness.
EU public health authorities (e.g. EMA)	To raise awareness of the project among relevant agencies
European Union institutions (DG SANTE, HERA)	To inform about the project's results and progress
Healthcare professionals	To raise awareness of the project's viruses
Veterinary and zoonosis experts	To raise awareness of the project's viruses
Scientific and academic communities	To disseminate knowledge, stimulate research and collaborations
General public (as appropriate)	To raise awareness of the project's viruses and the work done to promote a safe and healthy Europe

KEY MESSAGES

In its communications and disseminations activities, the project will ensure that the following key messages are considered:

- The role of EURL-PH-ERZV in supporting laboratory networks and public health response capacities across the EU.
- The importance of surveillance and preparedness for emerging, rodent-borne, and zoonotic viral infections.

- Promotion of the offerings provided by the project, i.e., the possibility to request reference material, learn or develop new methods through tailored Twinning-activities or face-to-face training, participate in Europe-wide EQAs to quality assure the laboratories diagnostics, or seek expert help or collaborations.
- Sharing best practices, protocols, and recommendations for laboratory diagnostics and surveillance.

COMMUNICATION TOOLS AND CHANNELS

Tool/Channel	Purpose	Target Audience	Frequency
Project website	Central information hub	All audiences	Continuous
Social media (LinkedIn)*	News, updates, and stakeholder engagement	Public health professionals, general public	Monthly/As needed
Scientific publications	Disseminating research findings	Scientific community	As results become available
E-newsletters	Regular project updates	Disease network laboratories, healthcare professionals, other interested stakeholders	Annually
Face-to-face training and webinars	Knowledge sharing, training, and dissemination	Disease network laboratories	At least annually
Conference presentations	Disseminating the project progress and outcomes	Scientific and public health community	As opportunities arise
SharePoint (ERZV project)	Dissemination of results and site for discussions Internal for project management	- Disease network laboratories - Internal (consortia)	Monthly/As needed
SharePoint (EURL network)	Dissemination of results and site for discussions	Other EU4Health EURL	As needed

*Also see Section 6 below.

In accordance with Article 17 of the Grant Agreement, all communication, dissemination and promotional materials produced within the framework of this project will properly acknowledge the financial support of the European Union. This will be done by:

Displaying the EU emblem and including the following text:

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

Ensuring this acknowledgement appears clearly on:

- Project website and social media accounts
- Publications, reports, presentations and posters

- Dissemination materials such as newsletters, factsheets, and press releases
- Event materials (agendas, programmes, invitations, banners)

SOCIAL MEDIA PLAN

- All posts will be published via the project's LinkedIn page.
- Consortia members and activity participants, i.e. from the laboratory network will be encourage to share and engage with posts via their personal LinkedIn accounts and institutional pages.
- The project will use visual templates aligned with the project's visual identity, e.g. the EURL-PH-ERZV logo and in accordance with article 17 of the grant agreement.
- Postings will include short, clear call-to-action in each post (e.g. "Read more", "Join us", "Download the report")

Objective	Target Audience	Content Type	Frequency
Share project milestones, events, and achievements	All stakeholders	Updates on meetings, deliverables, conferences, stakeholder engagement activities	As they occur, approximately 1-2 posts/month
Promote stakeholder involvement opportunities (consultations, workshops, surveys)	Laboratory network, academia	Calls for participation, event invitations, online survey links	Per event/survey/workshop
Disseminate project results and deliverables	Laboratory network, Public health organisations, policymakers, EU networks, academia	Key deliverables summaries, infographic snapshots, links to full documents	Approx. 1 post per major deliverable
Highlight collaboration with other EURLs and other relevant EU-level / international networks and related initiatives	Other EU4Health/One health projects, WHO etc.	Joint statements, event partnerships, cross-project endorsements	Opportunistically per collaboration
Maintain brand visibility and consistency	All audiences	Use of standard visual identity, EURL logo, EU emblem	In every post

DISSEMINATION OF RESULTS

All significant results, guidelines, protocols, and recommendations produced within the project will be made available through:

- Project website/SharePoint downloads
- Open-access scientific publications
- Dissemination via ECDC and EU4Health channels
- Presentations at relevant international and EU-level conferences

EVALUATION AND IMPACT ASSESSMENT

The effectiveness of communication and dissemination activities will be monitored through:	Target
Website analytics	Visits: >500 year 1 -- > 1 500 year 7 Downloads: > 30 Y1 -- > Y7 150
Social media engagement	> 5 shares, > 50 likes
E-Newsletter open and click rates	At least 50 / year
Number of participants in training and webinars	At least 8 / year
Feedback from stakeholders	At least twice during the project
Number of scientific publications	At least two during the project
Number of presentations at professional conferences	> 1 / year

RISK MANAGEMENT

Risk	Likelihood	Impact	Risk Level	Mitigation Measures
Difficulty engaging disease network laboratories	Low	High	Medium	Early engagement via network meeting, continuous dialogue, tailored dissemination strategies, resilience
Dissemination activities overlap with other similar projects (e.g. EURL-PH-VBV) leading to audience fatigue	Low	Medium	Low	Coordinate with other EU projects, share calendars, seek synergies or joint events
Inconsistent messaging across project partners	Low	High	Medium	Provide communication guidelines and templates, appoint communication focal points in each partner organisation
Low engagement or participation in planned dissemination events (webinars, workshops etc.)	Medium	Medium	Medium	Early invitation strategy, targeted outreach, offer hybrid/recorded sessions, regular follow-ups, surveys
Dissemination materials not adapted to target audience needs (e.g. too technical)	Medium	Medium	Medium	Audience analysis, develop tailored content for different groups

DATA MANAGEMENT AND OPEN ACCESS

The EURL-PH-ERZV project is committed to the principles of open science and will ensure that research data, protocols, and results are shared in line with EU data protection regulations, ethical standards, and open-access policies.