



ONCODIR



EVIDENCE-BASED PARTICIPATORY DECISION MAKING FOR CANCER
PREVENTION THROUGH IMPLEMENTATION RESEARCH

Grant Agreement: 101104777

D7.1 Dissemination, Communication, Exploitation and IPR Management version 1.0



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Executive Summary

This report, “D7.1 Dissemination, Communication, Exploitation and IPR Management” provides an overview of the channels, methods, means and activities that are planned to maximize the impact of the ONCODIR project through continuous dissemination and exploitation operations. The dissemination efforts of the project comprise identifying the target groups and stakeholders in the context of the ONCODIR project and subsequently the planning, performance and reporting of all dissemination activities. To ensure the high impact of the ONCODIR project, all partners are actively involved in the dissemination and exploitation activities and such responsibilities are shared between the consortium partners. In addition, the ONCODIR project searches for and is in exchange with related projects as cooperation partners, that will be further leveraged during the project’s duration. Finally, the ONCODIR project established several tools for the monitoring and evaluation of the dissemination and exploitation efforts. A variety of tools, channels and activities will ensure that the ONCODIR project can raise awareness about its activities and progress among all relevant target groups and stakeholders. It will also demonstrate how the EU funding will eventually support the medical device market by I) creating networks of relevant stakeholders, II) establishing synergies with the industry for future exploitation, III) creating collaboration and exchange with other relevant EU projects, and IV) ensuring engagement, participation, and contribution to project conferences, workshops and other online and offline activities, both by the consortium partners and the external stakeholders.

The exploitation efforts on the other hand serve to ensure the impact of the project beyond the project duration. For this purpose, a targeted exploitation strategy was developed and exploitation actions are defined, to be further monitored and used to build in T7.2, “Exploitation Pathways & IPR Management”.

The second part, concerning IPR management, is structured in 3 main sections – IPR before, during and post project implementation. The chapter provides an overview on IPR strategy, guidelines, responsible structures, enforcement and detailed aspects of IPR. In the last part, the next steps and updates in various future reports are detailed.

Annexes attached to this report include extracts from the Consortium agreement regarding IPR, confidentiality and background of partners.

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Acronyms & Abbreviations

Term	Description
AI	Artificial Intelligence
DEC	Dissemination, Exploitation and Communication
DoA	Description of Action
EU	European Union
HRB	Horizon Results Booster
IPR	Intellectual Property Rights
KPIs	Key Performance Indicators
PWS	Project Website
R&D	Research & Development
SME	Small and Medium Enterprises
WP	Work Package

1 Introduction

1.1 Overview

Colorectal cancer is the 3rd most common type of cancer worldwide and its occurrence is increasing, especially in populations with lower socioeconomic status, due to unhealthy dietary habits and lifestyle among others. The research project “ONCODIR: Evidence-based Participatory Decision Making for Cancer Prevention through implementation” will identify risk factors associated with colorectal cancer and will integrate multidisciplinary research methods and technologies (including health policy analytics, artificial intelligence and decision support theories) to deliver evidence-based and personalised recommendations on colorectal cancer prevention. ONCODIR is developing a platform based on artificial intelligence and privacy principles. It will provide recommendation services based on input from citizens, clinicians and policy-makers. We will consider factors such as lifestyle, nutrition and economics. To validate the ONCODIR results, we will conduct laboratory tests and pilots in five EU countries that will involve medical scientists, healthcare providers, foundations and consortium experts and will consider cost-effectiveness, affordability and cost-benefit parameters. The ONCODIR consortium consists of partners from diverse technological and scientific domains with a strong research capacity. ONCODIR is part of the Cancer Mission cluster of projects focused on “prevention and early detection.”

The project is coordinated by Center for Research & Technology (CERTH, Greece) and carried out by the partners Biomedical Research Institute (INCLIVA, Spain), European Cancer Patient Coalition (ECPC, Brussels), European Society of Digestive Oncology (ESDO, Austria), Youth Cancer Europe (YCE, Romania), European Regional and Local Health Authorities (EUREGHA, Brussels), Ministry of Health (MoHGR, Greece), Ministry of Health of the Republic of Lithuania (SAM LT, Lithuania), European Forum for Primary Care (EFPC, Netherlands), Regional Development Fund of Central Macedonia (RDFCM, Greece), Strategic Regional Agency for Health and Social Affairs (AReSS Puglia, Italy), Institute of Communication and Computer Systems (ICCS, Greece), Lithuanian University of Health Sciences (LSMU, Lithuania), Institutut Oncologic Prof. Dr. Alexandru Trestioreanu București (IOB, Romania), EXUS AI Labs (EXUS, Greece), University of La Rioja (URIOJA, Spain), School of Medicine Aristotle University of Thessaloniki (AUTH, Greece), Innovation Sprint (iSprint, Brussel), CATALINK Limited (CATALINK, Cyprus), Unisystems Luxembourg (UNI LUX, Luxembourg), Nutrinomics (Nutrinomics, Brussels), EY Advisory Spa (EY, Italy), BEIA Consult International SRL (BEIA, Romania), SYNYO GmbH (SYNYO, Austria) Diadikasia Business Consulting (DBC, Greece), Catalan Institute of Oncology (ICO, Spain), Lithuanian Cancer Patient Coalition (POLA, Lithuania).

This deliverable is a dynamic document which will be updated in several iterations in order to reflect and introduce upcoming opportunities or challenges related to the dissemination and exploitation of the project. It highlights selected means, channels, methods and activities for maximising the impact of the project and its practical outcomes.

To successfully disseminate the project’s outcomes, ONCODIR will aim to:

- Identify main correlations, barriers and significant factors of CRC
- Ensure equal an affordable access to cancer prevention strategies for everyone between and within EU countries
- Provide innovative AI-powered personalised prevention approaches

- Enhance the ongoing evidence-based CRC prevention programmes for precise CRC primary prevention
- Establish risk-based stratification for citizens considering structural and behavioural intervention through participatory approach
- Design intelligent monitoring tools for policy makers through a participatory co-designing approach

By following the workflow and the strategy, the ONCODIR project aims to realize the following outcomes:

- An increased awareness of the ONCODIR project among relevant audiences;
- A clear demonstration of the way EU funding contributes to supporting the medical device market as well as researchers, clinicians and patients;
- Defining and networking with stakeholders who will be interested in using the ONCODIR solutions;
- Collaborations with other relevant EU projects;
- Constructive engagement, participation and contribution to the project conferences, workshops and other online and offline activities both by the consortium partners and the external stakeholders.

By this means, short-term and long-term success of the ONCODIR project will be enhanced by increasing project visibility, public awareness, and effective communication of achievements to the desired target groups and the scientific community, as well as by taking advantage of opportunities for further exploitation of results after the project is completed.

1.2 Task description and methodological approach

1.2.1 Task objective

Task 7.1 Dissemination, communication and stakeholder identification focuses on the creation of a dissemination and communication (D&C) plan as well as the production of online and printed materials such as leaflets, rollups, and posters, in order to ensure the maximisation of the project's impact by spreading awareness and ensuring the sustainability of the developed outcomes.

Task 7.2 "Exploitation Pathways & IPR Management" focuses on the creation of a dissemination and communication (D&C) plan as well as the production of online and printed materials such as leaflets, rollups, and posters, in order to ensure the maximisation of the project's impact by spreading awareness and ensuring the sustainability of the developed outcomes.

1.2.2 Used methods

For the creation of the Dissemination, Exploitation and Communication (DEC) plan, all foreseen dissemination and communication measures, materials and activities were identified and summarized. Each consortium partner investigates individual dissemination & communication plans for the project objectives, results and outcomes described how they plan to implement these elements and how they will use them – this will be conducted by each partner through a questionnaire template provided by SYNYO GmbH (see guiding questions below) as an internal communication and dissemination guide. The achieved individual dissemination goals will be implemented in D7.2 Dissemination, Communication, Exploitation and IPR Management version 2.

Guiding questions:

- **Publications:** Are you planning to publish any papers or articles in relation to the ONCODIR project?
- **Dissemination at events:** Are you planning to disseminate the project objectives or results at any events? (If yes, share some preliminary information regarding the area these events will target, the type of event, the type of engagement or the stakeholder these events will target.) Are you planning to organise any events to disseminate the goals or results of ONCODIR?
- **Networking with other projects:** Are you planning to get in contact with other European projects in the context of ONCODIR?
- **Dissemination channels:** Which internal dissemination channels are you using or are you planning to use to disseminate information regarding ONCODIR (e.g. websites, blogs, newsletters, social media channels of your organisation, etc.)? How are you using these channels to disseminate information regarding ONCODIR?
- **Stakeholder engagement and networks:** Which stakeholders are you planning to engage with regard to the dissemination activities of ONCODIR and how are you planning this engagement (e.g. academics, industry, clinicians, policymakers, regulatory agencies, press, media, etc.)? Are there any stakeholder networks that you are planning to utilise for dissemination activities?

1.3 Relation to other tasks and deliverables

This deliverable is related to the following other ONCODIR tasks and deliverables:

Provides outputs to:

Table 1. D7.1 Output for other tasks and deliverables

Deliverable	Due Date	Output from D7.1
D7.2	30.09.2025	Dissemination, Communication, Exploitation and IPR Management version 2
D7.3	30.11.2026	Dissemination, Communication, Exploitation and IPR Management version 3

1.4 Structure of the deliverable

The deliverable starts with **section 1**, the introduction and overview of the project and the document. **Section 2** provides an overview of the project's target audience as well as descriptions of each of the groups. Followed by **section 3**, which outlines the Dissemination and Communication plan, including aims and objectives as well as the process. **Section 4** describes the different dissemination materials utilized for the achievement of the dissemination goals. Followed by the channels and online presence in **section 5**. **Section 7** outlines the management and the monitoring and evaluation of the dissemination activities. The exploitation pathways are presented in **section 8**. **Section 9** outlines the IPR Management of the project. **Section 10** concludes the deliverable with a summary of the most important points.

2 Relevant target groups and stakeholders

To ensure the successful uptake of the ONCODIR project, the map of relevant stakeholders needs to be identified and they shall be further reached via the available dissemination and communication channels. Identifying, reaching out to and engaging stakeholders in the ONCODIR project and other projects under the mission on cancer is part of all 7 work packages and tasks within the ONCODIR project. As part of WP7, we tailor the communication and dissemination activities to the relevant target groups. As part of the “Prevention and early detection” cluster, the project will contribute to the annual cluster meeting addressing common scientific challenges, organised in close collaboration with the European Commission. Relevant national ministries, agencies and policymakers, as well as other related EU-funded projects, will be invited to these annual meetings.

2.1 General public, citizens & patients

The ONCODIR project is relevant to a very broad audience. Additionally, the ONCODIR project is financed through public money. As a result, the use of this money and the benefits of the ONCODIR project are of interest to every people living in Europe. The general public is, therefore, considered as an important stakeholder. The outcomes of the project will not only be of simple “interest” to every EU citizen, but will also be able to deliver results ultimately aimed at improving their wellbeing and further support them to have a better engagement with all actors of the health ecosystem and in the health literacy of their own health.

2.2 Academia, research institutions, scientific communities (“Researchers”)

Physicians, health professionals, researchers and institutions are potential users of the proposed solutions of the ONCODIR project. Additionally, disseminating the project objectives, results and solution to the scientific community, R&D centres, experts in medical engineering industry and researchers is essential because contacts of the interested parties and stakeholders can be further exploited to identify main challenges in the field that need further research insights and that could be addressed with the project’s solutions or to identify the needs of those possible end users with regard to the developed solutions through surveys and feedback from test users.

2.3 SMEs, start-ups, industry (“Suppliers”)

The ONCODIR project aims to provide detailed information on AI-based diagnostic and prediction tools. Additionally, tech providers as well as IT & biomedical experts will profit from the know-how gained through the research and development process for the ONCODIR solutions and they will get better insights on innovation gaps to be solved and market needs.

2.4 Medical/Hospital organisations, health professionals and medical procurement groups (“Demanders”)

Medical or hospital organisations, health professionals, medical procurement groups and patients will profit from the ONCODIR project through the information provided on the ONCODIR outcomes and the marketplace and, ultimately, through providing better treatment leading to improved quality of service and reduced mortality.

2.5 Governmental/policy stakeholders, public bodies, investors (“Policy makers & investors”)

Public bodies, public administrations, governmental, regulation & standardisation bodies, certifiers, policy stakeholders and policy makers can support the project with insights on which barriers need to be overcome from legal, financial/funding, political or healthcare delivery organisation perspectives. This approach applies to all levels, national, regional and local, depending on how health competences are organised in the different European countries. Additionally, the project aims to highlight its role among the members of this stakeholder group for fostering harmonization of regulations, standardization and guidelines across Europe. Additionally, the consortium plans to target individuals, companies or other entities who invest money in the development of medical and AI decision making tools or other causes, which are relevant to the context of the ONCODIR project.

2.6 Societies, associations, networks or foundations in the context of melanoma, skin cancer, childhood cancer and vulnerable or rare cancer cohorts (“Enablers”)

(Childhood) cancer societies, (bio)medical technology associations and networks, among others, are considered relevant target groups in the ONCODIR project since they can enable contacts to suppliers and demanders, to researchers in the field of skin cancer and clinicians using AI-based medical devices.

2.7 Other Projects

As part of the DEC plan, ONCODIR aims to connect with other EU initiatives, research communities, industrial associations and platforms and (sister) projects.

3 Dissemination & Communication plan

Below it will be described how the ONCODIR project aims to disseminate the result produced in the course of the project. This plan will be updated in M28. The main goal of the dissemination activities is to maximize awareness of the ONCODIR project’s results among the targeted key stakeholders. Moreover, the plan includes a detailed methodology to package and present the produced knowledge according to the targeted audiences’ needs. Additionally, it serves as an internal communication tool within the consortium.

In this sense, the project will:

- Identify the target audiences and stakeholders and define concrete and measurable actions for each group to increase the project visibility. Depending on the audience, a different message will be conveyed.
- Use Key Performance Indicators (KPIs) to monitor and evaluate the effectiveness of the dissemination activities. The regular collection and monitoring of KPIs will enable the ONCODIR project to adjust the plan and the dissemination activities accordingly.
- Encourage cooperation by networking with stakeholders, projects, communities and networks. The ONCODIR consortium will identify and map relevant projects, organisations and clusters working in the relevant fields to achieve maximum impact, to avoid duplications and ensure all gaps are filled by the project.

3.1 Dissemination & Communication aims and objectives

Borders between communication and dissemination are not always clear, but rather fluid. In general, communication addresses a larger audience with giving more general information about the project itself, while dissemination addresses rather specific target groups which might also have a vivid interest in knowing more not only about the project in general but also about its results. With the planned communication and dissemination activities, the following goals are being targeted:

- Raising awareness about and promoting the ONCODIR project: Delivering general information about content and scope of the project as well as its results to everybody who might be interested using appropriate channels is the basis of all communication activities.
- Disseminating the solutions of the ONCODIR project and their importance for the medical domain and the medical device market.
- Reaching out to specific stakeholders in order to tailor the various outcomes to the end users' needs from the beginning.
- Fostering further collaborations and enlarging the ecosystem: Trying to find other EU funded projects, organizations or companies to collaborate with the ONCODIR project.

The following table gives an overview on how and why specified target audiences will be addressed. The Key Performance Indicators for these aims can be found in [section 7.4](#).

Table 2. Communication & Dissemination Matrix

Target Audience	Communication & Dissemination Goals	Communication & Dissemination channels
General public, citizens & patients	<ul style="list-style-type: none"> ▪ inform the public about the ONCODIR project ▪ raise awareness about the ONCODIR project ▪ build trust 	<ul style="list-style-type: none"> ▪ Project website ▪ Social media channels ▪ Newsletter ▪ News and press releases
Academia, research institutions, scientific communities ("Researchers")	<ul style="list-style-type: none"> ▪ promote the solutions of the ONCODIR project ▪ describe the advantages of the solutions for academia, institutions, the research and science community ▪ get the scientific community to engage with the project and to provide feedback and participate in the surveys for researchers to tailor the database and marketplace to their needs ▪ facilitate R&D cooperation ▪ facilitating exploitation of the project results 	<ul style="list-style-type: none"> ▪ Project website ▪ Social media channels ▪ Events, conferences and congresses ▪ Publications in open access journals ▪ Conferences
SMEs, start-ups, industry ("Suppliers")	<ul style="list-style-type: none"> ▪ inform about the ONCODIR project and its solutions ▪ describe the usefulness and the advantages of the proposed 	<ul style="list-style-type: none"> ▪ Project website ▪ Social media channels ▪ Newsletter ▪ Press releases ▪ Scientific journals

	<p>solutions for companies and SME's especially in regard to market access</p> <ul style="list-style-type: none"> ▪ build trust ▪ engage stakeholders and encourage collaborations ▪ facilitate involvement in the ONCODIR project e.g., through taking part in the surveys for suppliers ▪ facilitate R&D cooperation ▪ facilitating exploitation of the project results 	<ul style="list-style-type: none"> ▪ Specialized conferences, congresses and workshops, industry events (fairs) ▪ Utilizing connections and resources of the consortium partners
Medical/Hospital organisations, health professionals and medical procurement groups ("Demanders")	<ul style="list-style-type: none"> ▪ inform about the ONCODIR project and its solutions ▪ describe the usefulness and the advantages of the proposed solutions for medical institutions, procurement organisations, clinicians, etc. ▪ build trust ▪ engage stakeholders and encourage collaborations ▪ facilitate project involvement, e.g., through taking part in the surveys for demanders ▪ facilitating exploitation of the project results 	<ul style="list-style-type: none"> ▪ Project website ▪ Social media channels ▪ Newsletter ▪ Press releases ▪ Scientific journals ▪ Specialized conferences, congresses and workshops, industry events (fairs) ▪ Utilizing connections and resources of the consortium partners
Governmental/policy stakeholders, public bodies, investors ("Policy makers & investors")	<ul style="list-style-type: none"> ▪ promote the ONCODIR project and its solutions ▪ describe the usefulness of the proposed solutions for regulating bodies, policy makers, governmental stakeholders and investors ▪ facilitate involvement in the ONCODIR project e.g., through taking part in the surveys for policy makers & investors 	<ul style="list-style-type: none"> ▪ Project website ▪ Social media channels ▪ Policy Workshops; Specialised ▪ Communication channels (EU Community, etc.)
Societies, associations, networks or foundations in the context of melanoma, skin cancer, childhood cancer and vulnerable or rare cancer cohorts ("Enablers")	<ul style="list-style-type: none"> ▪ promote the ONCODIR project and raise awareness ▪ facilitate involvement in the ONCODIR project e.g., through taking part in the surveys for enablers 	<ul style="list-style-type: none"> ▪ Project website ▪ Social media channels ▪ Newsletter ▪ Events, conferences and congresses
Other Projects	<ul style="list-style-type: none"> ▪ Create connections and synergies 	<ul style="list-style-type: none"> ▪ Events, conferences, congresses and workshops

	▪ Social media channels
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3.2 Dissemination & Communication aims and objectives

The dissemination and communication process of the project has been planned in order to achieve the best possible outcomes in regards to awareness raising, the enlargement of impact and the dissemination of project results.

At the beginning of the project, the main aim of all dissemination and communication activities is awareness-raising about the project and its objectives among all relevant stakeholders. For this purpose, channels such as the project website, social media channels and newsletters of the individual consortium members are being utilized to spread information about ONCODIR. Through the consistent use of the project identity, including the designed logo and project colours, ONCODIR aims to leave a visual image that can easily be remembered and recalled. Furthermore, physical materials such as a leaflet, a rollup and business cards will be developed at this stage already to be used for the purpose of awareness spreading as well as for the dissemination of results in further stages of the project.

In the second stage of the dissemination and communication process, ONCODIR aims to mobilise and engage stakeholders to ensure that the solutions are being developed with all their needs and requirements in mind. For this purpose, stakeholders will be encouraged via social media and other online channels, as well as in the context of in person events and conferences, to share their insights with the consortium and participate in the stakeholder survey, that will additionally be sent out to previously collected contacts and networks per email.

In the last stage, ONCODIR will focus on the dissemination of project results in order to spread awareness about these solutions and ensure their impact among stakeholders such as hospitals, suppliers, demanders, researchers, and others. To maximise the use and impact of the developed outcomes, the consortium will spread awareness at relevant events and use previously established communication and dissemination channels as well as newly gained contacts.

4 Communication and Dissemination materials

This chapter outlines the materials that will be used and the dissemination activities that will be conducted to deliver the relevant project information to the audience.

4.1 Project Identity

Central to the dissemination activities and materials is a uniform project identity reflected through the ONCODIR naming, ONCODIR logos, and the ONCODIR templates for presentations, deliverables, reports and newsletters. Additionally, the project identity will be reflected in any dissemination materials like the ONCODIR factsheets, leaflets, posters and rollups, as well as content on the ONCODIR project website and social media channels.

The following figures present the ONCODIR logo and icon as well as the colour palette.



Figure 1. ONCODIR Logo



Figure 2. ONCODIR Icon



Figure 3. ONCODIR Icon Set

RGB 101/135/201 HEX #6587c9 CMYK 66/43/0/0	RGB 152/207/227 HEX #98cfe3 CMYK 44/4/10/0	RGB 230/169/108 HEX #e6a96c CMYK 9/38/62/1	RGB 168/227/190 HEX #a8e3be CMYK 38/0/35/0	Sulphur Point Bold 123456789!?!#+ Sulphur Point Regular 123456789!?!#+ Sulphur Point Light 123456789!?!#+ <small>Headline Font (free google font)</small>
RGB 6/50/137 HEX #063289 CMYK 100/86/20/3	RGB 24/100/128 HEX #186480 CMYK 87/47/32/18	RGB 224/128/30 HEX #e0801a CMYK 9/57/95/1	RGB 86/173/119 HEX #56ad77 CMYK 68/6/65/0	
RGB 4/30/84 HEX #041e54 CMYK 100/90/40/36	RGB 8/49/64 HEX #083140 CMYK 97/67/50/54	RGB 145/73/0 HEX #914900 CMYK 29/71/100/31	RGB 0/66/71 HEX #004247 CMYK 92/49/53/52	

Colour Codes

Figure 4. ONCODIR font and colour palette

To represent the project and the scientific area it is located in, the following key visuals have been established.



Figure 5. Key visuals

Table 3 provides an overview of all communication and dissemination materials that have been and will be created for the project.

Type	Description
Leaflet	ONCODIR project leaflet including the background of the project, its objectives and basic facts. This leaflet can be adapted to different WP needs for events.
Business cards	Template for business cards in the ONCODIR design
Roll-up	Design for a roll-up to be used in public meetings and conferences
Presentation	PowerPoint template to be used for presentations of the ONCODIR project
Deliverable	ONCODIR deliverable template with formatting examples and a given basic structure
Meeting Agenda	Template for Meeting Agendas within ONCODIR and for writing the minutes
Project folder	To be used for meeting and conferences including materials like stickers, pens, and bookmarks
Website	The ONCODIR website is the main pillar of the project's online presence includes information about the project, news articles, media downloads, and more.
Social posts	Regular posts on the project's Twitter and Facebook channels
Newsletter	Provides interested audiences with the main actual topics within the project and will be emitted at least twice a year.
Infographics	A basic set of infographics has been created and will be expanded in the course of the project.
Promotional banners	Banners to promote activities such as events or the stakeholder survey in online media

Table 3. ONCODIR Communication and Dissemination materials - Overview

4.1.1 Print material and templates

To promote the project, several print materials have been created. The ONCODIR leaflet reflects the project identity and includes contact information as well as the most important project facts, the project background and its objectives. The leaflet has been distributed to all consortium partners in digital and printed form, and can be handed out at events or conferences to interested stakeholders.

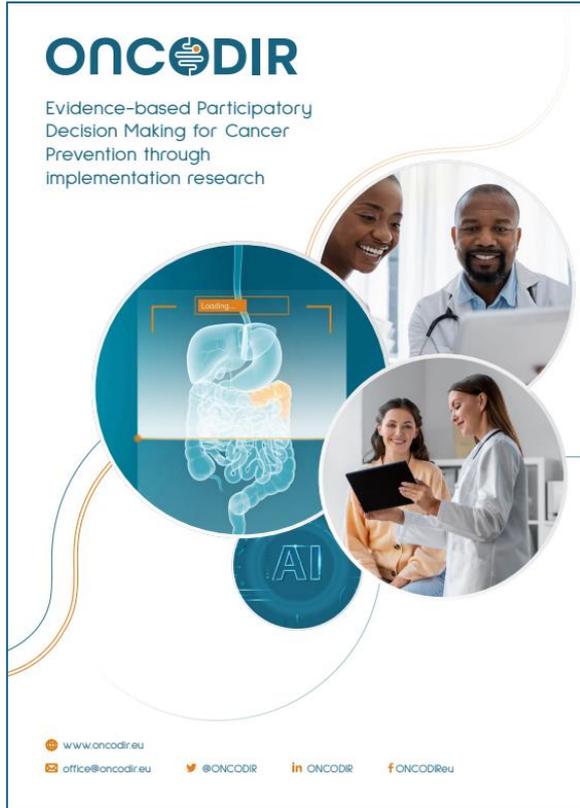


Figure 6. ONCODIR Leaflet (Front)



Figure 7. ONCODIR Leaflet (Back)

In addition to the leaflet, a roll-up has been created that partners can use to present the project at conferences or other events.



Figure 8. ONCODIR Roll-up



Figure 9. ONCODIR Business cards



Figure 10. ONCODIR Sticker templates



Figure 11. ONCODIR Folder

To ensure a coherent identity of presentations about the ONCODIR project at events and conferences, a presentation template has been designed that can be used by partners and includes a variety of different types of slides which reflect the project’s colours and visual identity.



Figure 12. ONCODIR presentation template

To align all deliverables with the project identity and to ensure a coherent design among all of them, a deliverable template has been created. This template will be used for all project deliverables.

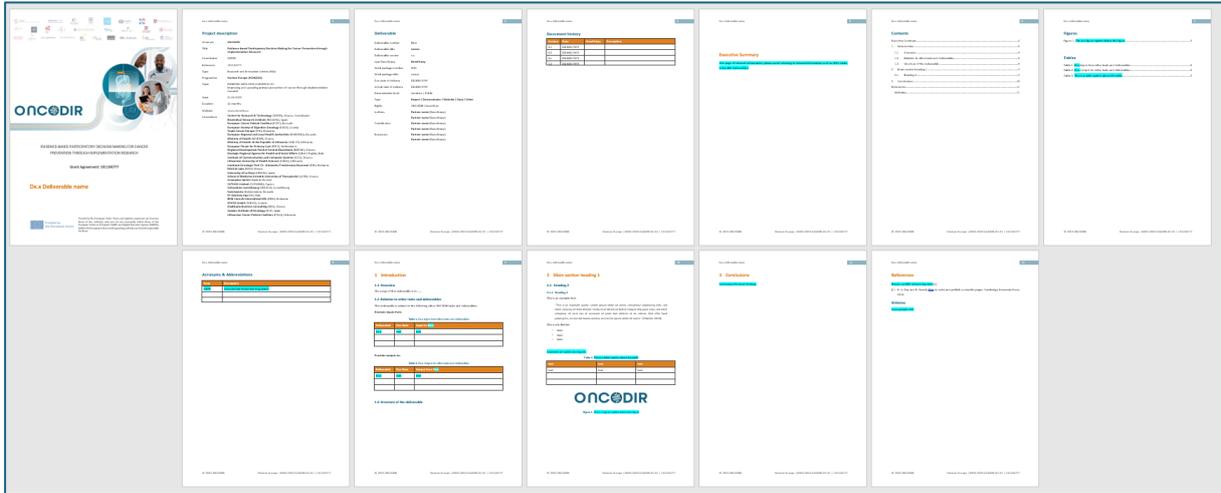


Figure 13. ONCODIR deliverable template

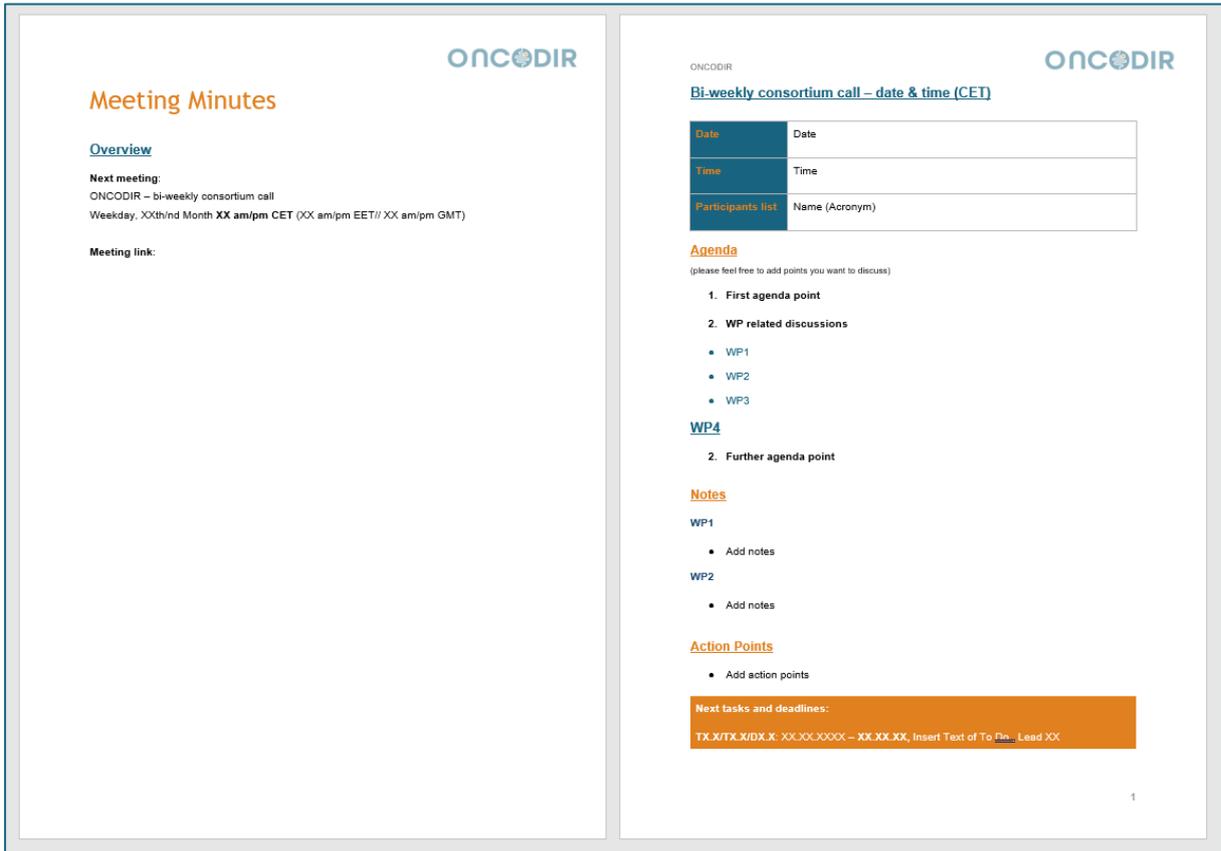


Figure 14. ONCODIR meeting minutes template

Any communication or dissemination activity related to the action must use factually accurate information and be indicated with the following disclaimer.



Figure 15. ONCODIR EU funding disclaimer

5 Channels and online presence

To ensure the provision of stakeholders and the general public with relevant information about the ONCODIR project as well as regular updates on its progress, several communication and dissemination channels and activities have been established. The different means of communication include the ONCODIR project website, the project's social media channels, news articles published on the project website, conferences and events, workshops, and the ONCODIR newsletter. Using these means, ONCODIR will ensure the constant communication with stakeholders as well as the successful dissemination of project results.

5.1 ONCODIR Project Website

The project website is the central tool for keeping the stakeholders and public informed about the ONCODIR project. The website is available via <https://www.oncodir.eu/> and has been launched at M2 of the project. Activity on the project website is continuously being monitored via Google Analytics. Its main goal is to promote and disseminate the project, its objectives and its results.

On the HOME page, users can find a brief description about the project, an overview of the project's objectives, latest ONCODIR news articles, Twitter news and the consortium partners as well as a link to the newsletter subscription form. Subpages of the project website include the following:



Figure 16. ONCODIR project website (HOME)

- A NEWS page where the consortium regularly posts articles about relevant milestones and related topics;
- An ABOUT page containing the project background, important facts and information about ONCODIR, the project concept, the project impacts as well as the project structure including the work packages and access to public deliverables;
- A CONSORTIUM page where all partners are being presented;
- A MEDIA page providing downloads of the ONCODIR print materials, presentations, logos etc.;
- A CONTACT page including the project's contact information and a contact form

5.2 ONCODIR Social Media

To maximize awareness about the ONCODIR project and enable two-way-communication with stakeholders, a Twitter (<https://twitter.com/ONCODIR>), LinkedIn (<https://twitter.com/ONCODIR>) and a Facebook (<https://www.facebook.com/ONCODIReu/>) channel have been set up and are being operated by SYNYO GmbH. On the X (formerly Twitter), LinkedIn and Facebook channels, the consortium publishes regular updates on the project's progress, information about events, and other relevant information since the start of the project. All partners contribute to the provision of content for the two channels. Apart from raising awareness about the project, social media channels are an important way of establishing connections with people and organisations in the field, building networks and laying the ground for future collaborations.



Figure 17. ONCODIR X (formerly Twitter)



Figure 18. ONCODIR LinkedIn & Facebook

To support the partners in the creation of the social media posts and familiarize them with the system set up by SYNYO GmbH, guides have been created and sent out.

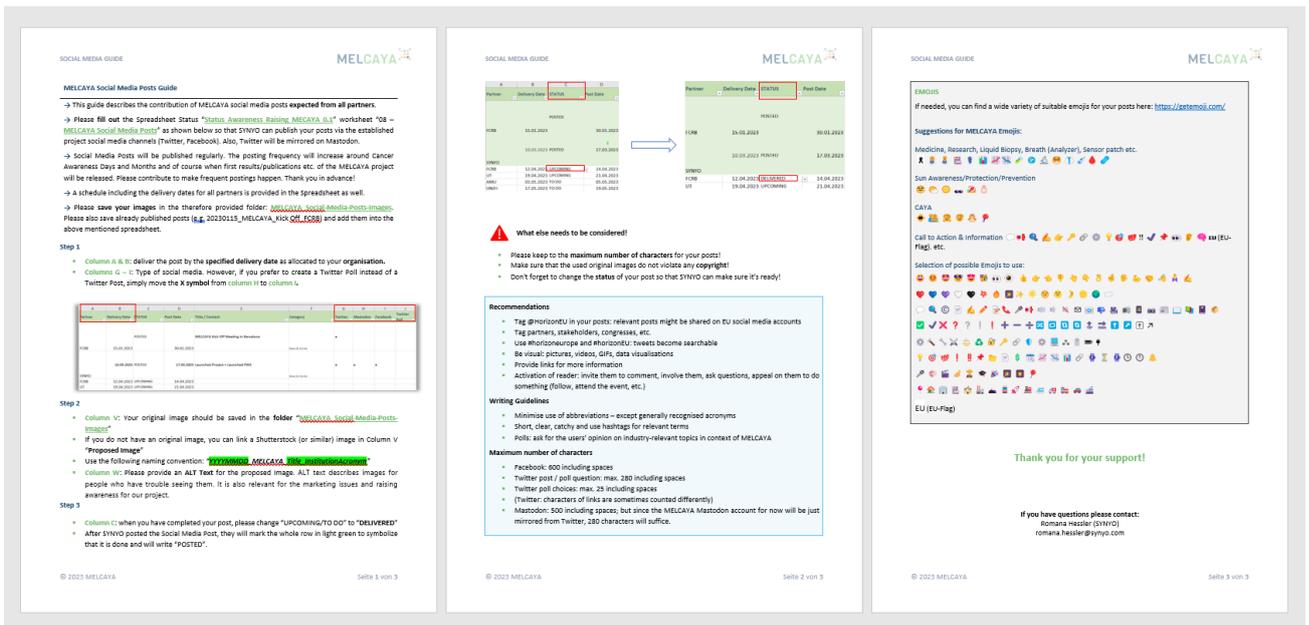


Figure 19. ONCODIR social media posts guide

5.3 ONCODIR News and knowledge articles

To offer more detailed information about relevant progress of the project as well as information about related topics, articles are regularly being published on the ONCODIR project website. These articles contain information about project milestones, progress updates, events, or general information on different topics in the field of dermatology, oncology, biomaterials and medical devices.

To differentiate between articles for different target groups, a divide has been made between so-called “news” and “knowledge” articles. While news articles are meant for a wider audience and include topics such as upcoming or past events of the consortium, progress of the project or more general information about the field of biomaterials, knowledge articles are aimed at a more scientific audience and offer a deeper insight into dermatology, oncology, biomaterials, medical devices, etc. related topics. Each consortium partner is expected to contribute to the news section on the project website.



Figure 20. ONCODIR news section of the project website

The following guide has been created and distributed among the consortium to explain what contributions are expected from the partners in this area.

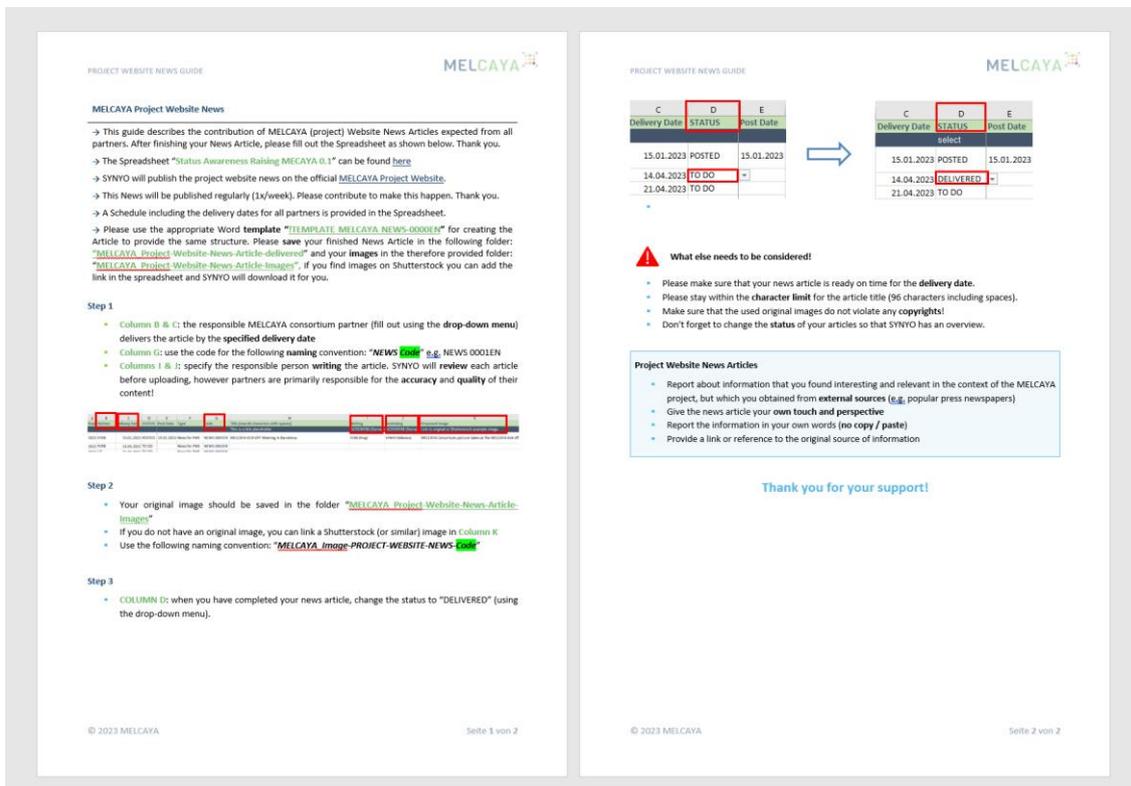


Figure 21. ONCODIR news & knowledge articles guide

5.4 ONCODIR Newsletter

The ONCODIR newsletter has been created to offer regular updates about the project to interested stakeholders. The [sign-up form](#) can be found on the homepage of the project website. The newsletter provides updates about the project's progress, events, and opportunities for involvement.



Figure 22. ONCODIR Newsletter subscription

5.5 ONCODIR Publications

To ensure the presentation of the project's outcomes to the scientific community and thereby sustainably exploit project outcomes and results, the ONCODIR consortium aims to publish articles and publications. Since the project is currently still in its early stages, no publications have been published yet. As the project progresses, ONCODIR plans to publish articles and publications in order to share outcomes of the project with the scientific community.

6 Communication activities

Communication activities are a crucial part of the project as one of the project's objectives is an increase of awareness and impact of its outcomes and solutions and thereby maximize the impact.

There are three main channels for project communication activities:

- In-person communication, for example at workshops, presentations, or meetings with relevant stakeholders;
- Written channels, for example leaflets or posters;
- Technology-based channels, for example websites and social media channels.

These channels are being used to spread project outcomes, build networks and communities, evaluate ideas and gather feedback. The main audience of the project communication activities are the scientific community to provide important data to researchers, the industry sector to improve competitiveness as well as the European industrial ecosystem, the health sector to improve their services and identify their innovation needs, and policy makers to reinforce digital and enabling technologies in the European Union.

The communication activities carried out as part of the project can be categorized into three general areas:

- *Promotion*: Raising awareness about ONCODIR and its objectives, progress, results, and developments.
- *Involvement*: Engaging all relevant stakeholders in project activities to ensure their involvement in its progress.

- *Networking*: Forming strong and sustainable relationships in order to improve the long-term take-up of the ONCODIR developments.

Over the course of the project, all partners will carry out communication activities with the aim to maximise the awareness and impact of ONCODIR.

7 Monitoring and evaluation of the dissemination process

7.1 Individual dissemination and communication responsibilities

The responsibilities of each consortium partner regarding dissemination and communication activities through 42 project months can be summed up as follows:

- Provision of at least 10 social media posts (related to news articles, publications, congresses, interviews, etc.)
- Creation of at least 3 news articles or knowledge articles
- Continuous reporting of individual dissemination activities, including the following:
 - Posts on the organisations' websites
 - Posts on the organisations' social media channels
 - Newsletters
 - Attendance of events
 - Publications
 - Informative Videos/Interviews

The spreadsheets used to monitor the fulfilment of these responsibilities are described in the following chapters.

7.2 Dissemination and communication management

To ensure that the news section of the project website as well as the social media channels are being updated regularly and the provision of content is being distributed between all partners, spreadsheets are being used to keep track of upcoming and past contributions. The spreadsheets have been set up by SYNYO GmbH, who is in charge of uploading all posts and articles, and have been made available to all partners. They are being used to allocate responsibilities for upcoming posts and articles as well as to keep an overview of all past activity.

Figure 23 shows the spreadsheet that is being used to plan upcoming social media posts provided by all consortium partners and to keep track of past activities. It contains information about the posts such as the expected delivery date, the post date, the general context of the post, the channel on which it has been posted, and content-related information such as the post itself, hashtags, mentions, and included links and images.

Author	Date	Title	Content
WHO	17/07/2023	World Health Day Speech for 2023	World Health Day 2023: World Health Day (April 7th) is a global health day to raise awareness about health issues and the role of the World Health Organization (WHO). The theme for 2023 is 'Financing for Health: Solidarity for People and Planets'.
WHO	13/04/2023	Resolutions for our 75th Anniversary (1948-2023)	Resolutions for our 75th Anniversary (1948-2023) - WHO is proud to have been part of the journey to achieve Sustainable Development Goals (SDGs) for people and planets. We are committed to leading health systems of the future.
WHO	01/05/2023	May: Maternity and Stillborn Care Awareness Month	May: Maternity and Stillborn Care Awareness Month - Today we celebrate the lives of mothers and babies who have passed, but first and foremost: stay healthy!

Figure 23. ONCODIR STATUS Social Media Posts

The spreadsheet shown in Figure 24 is being used to keep track of the news and knowledge articles posted on the ONCODIR project website. It contains information such as the expected delivery date for each article as well as the actual posting date, the title and the author of the article.

Author	Delivery Date	Status	Post Date	Type	Code	Title (insert placeholder with version)	Website	Acronym	Acronym	Proposed Image	Notes	News link
033_FCRB	15.01.2023	POSTED		News for PWS	NEWS 0001EN	MELCARR KICK-OFF Meeting in Barcelona	FCRB (Pujig)	SYNO (Nikolov)	MELCARR Consortium picture taken at the MELCARR kick off			https://www.melcarr.eu/melcarr-kick-off-meeting-user-12th-and-13th-2022/
033_FCRB	12.05.2023	DELIVERED	15.05.2023	News for PWS	NEWS 0002EN							
033_UT	17.05.2023	UPCOMING		News for PWS	NEWS 0003EN							
033_AMUJ	24.05.2023	TO DO		News for PWS	NEWS 0004EN							
033_UNHJ	11.05.2023	TO DO		News for PWS	NEWS 0005EN							
033_UNPG	07.06.2023	TO DO		News for PWS	NEWS 0006EN							
033_DKHZ	14.06.2023	TO DO		News for PWS	NEWS 0007EN							
033_PMC	21.06.2023	TO DO		News for PWS	NEWS 0008EN							
033_RS	28.06.2023	TO DO		News for PWS	NEWS 0009EN							
033_INT	05.07.2023	TO DO		News for PWS	NEWS 0010EN							
033_NIO_PIB	12.07.2023	TO DO		News for PWS	NEWS 0011EN							
033_UF	19.07.2023	TO DO		News for PWS	NEWS 0012EN							
033_TECH	26.07.2023	TO DO		News for PWS	NEWS 0013EN							
033_AT	02.08.2023	TO DO		News for PWS	NEWS 0014EN							
033_SYNO	09.08.2023	TO DO		News for PWS	NEWS 0015EN							
033_UCSC	16.08.2023	TO DO		News for PWS	NEWS 0016EN							
033_ICO	23.08.2023	TO DO		News for PWS	NEWS 0017EN							
033_AGENAS	30.08.2023	TO DO		News for PWS	NEWS 0018EN							
033_AMAr	06.09.2023	TO DO		News for PWS	NEWS 0019EN							
033_FCRB	13.09.2023	TO DO		News for PWS	NEWS 0020EN							
033_IT	20.09.2023	TO DO		News for PWS	NEWS 0021EN							
033_AMUJ	27.09.2023	TO DO		News for PWS	NEWS 0022EN							
033_UNFI	04.10.2023	TO DO		News for PWS	NEWS 0023EN							
033_UNPG	11.10.2023	TO DO		News for PWS	NEWS 0024EN							
033_DKHZ	18.10.2023	TO DO		News for PWS	NEWS 0025EN							
033_PMC	25.10.2023	TO DO		News for PWS	NEWS 0026EN							
033_RS	01.11.2023	TO DO		News for PWS	NEWS 0027EN							
033_INT	08.11.2023	TO DO		News for PWS	NEWS 0028EN							
033_NIO_PIB	15.11.2023	TO DO		News for PWS	NEWS 0029EN							
033_UF	22.11.2023	TO DO		News for PWS	NEWS 0030EN							
033_TECH	29.11.2023	TO DO		News for PWS	NEWS 0031EN							
033_AT	06.12.2023	TO DO		News for PWS	NEWS 0032EN							
033_SYNO	13.12.2023	TO DO		News for PWS	NEWS 0033EN							
033_UCSC	20.12.2023	TO DO		News for PWS	NEWS 0034EN							
033_ICO	10.01.2024	TO DO		News for PWS	NEWS 0035EN							
033_AGENAS	17.01.2024	TO DO		News for PWS	NEWS 0036EN							
033_AMAr	24.01.2024	TO DO		News for PWS	NEWS 0037EN							

Figure 24. ONCODIR STATUS news articles

7.3 Planning, steering, and reporting

In order to plan and keep track of dissemination and communication activities as well as to meet the KPIs listed in section 7.4, several spreadsheets were set up in Google Sheets. These sheets are being used to plan and keep an overview of relevant events that might be of interest for consortium members, attended events, publications, and media activities. These spreadsheets are shared with all partners and are being continuously updated as dissemination and communication activities are carried out. Each partner has the responsibility to enter their activities and related information into the relevant sheet.

The spreadsheet shown in Figure 25 is being continuously updated to keep track of upcoming events that might be of interest for the consortium, and the partners that might attend them.

7.4 Dissemination and Communication KPIs

The Key Performance Indicators (KPIs) listed in **Table 4** have been established in order to evaluate the effectiveness of the project's dissemination activities according to the main goal of raising awareness about the project outcomes and enable networking between relevant stakeholders. The KPIs will be monitored regularly and allow the proper adjustment of the dissemination activities as the project progresses.

Table 4. ONCODIR Dissemination and Communication KPIs

Activity	Description	KPI	Success Indicator	Means of verification	Status
Online activities	To provide regular updates on the project and its outcomes as well as to raise awareness about ONCODIR, a project website has been set up. The database and marketplace will be the main outcomes of the project.	Number of visits on the PWS Number of press/news releases Blog/Newsletter Videos	25K+ hits from 50 countries 50+ visits per day, 20 downloads 12 press releases (3 per year) Bi-annually newsletter 40+ blog posts 100+ readers per blog (at least 10 practitioners) 3+ communication/query emails from website 40 videos (10 per year) 2000 video views	Google Analytics Built-in analytics tools of mailerLite	In progress

Events	Partners will attend relevant events to spread awareness about the project and enable networking with relevant stakeholders.	<p>Number of high-level meetings with Healthcare Authorities</p> <p>Number of cancer patient association meetings</p> <p>Number of meetings with CRC HCPs</p> <p>Number of ONCODIR workshops</p>	<p>20+ meetings</p> <p>30+ meetings 15+ contacts of cancer patient associations</p> <p>10+ meetings</p> <p>2 workshops with 60 participants</p>	Number of events attended	In progress
Promotional materials	Print and digital materials such as newsletters, leaflets and flyers are being created to communicate with stakeholders.	Number of visual materials	<p>1 logo 1 PPT template</p> <p>3 short presentations on diagnostic and/or software tools - 1 for policy makers - 1 for citizens and - 1 for clinicians</p> <p>4 banners 5 posters 3 brochures 3 infographics 4 white papers</p>	Materials available	In progress

Social media presence	The ONCODIR social media channels provide regular update on the project and its progress and enable communication with stakeholders.	Number of accumulative followers	2000+ Twitter 1500+ LinkedIn 1000+ Facebook 5 posts per month in social media	Built-in analytics tools of social media platforms	In progress
Stakeholder Database	Stakeholders contacted and citizens informed	Number of stakeholders and citizens contacted and informed	700+ stakeholders contacted 10K+ informed citizens		
Publications	Publications aim to share knowledge gained with relevant stakeholders.	Number of open access publications Number of open access publications	25+ scientific/academic articles (conferences & journals) 5 Open Access Publications	Number of scientific papers submitted by consortium partners	In progress
Clustering and synergies with EU projects	Clustering and synergies aim to increase the dissemination and exploitation of project results.	Number of stakeholders networked with EU projects effectively reached Number of joint activities Presence in (inter)national events	100+ stakeholders from at least 6 countries 15+ projects and/or initiatives 15+ events attended	Number of periodic bilateral exchange of news and communication Number of joint engagement events/demo sessions	Planned

8 Exploitation Pathways

8.1 ONCODIR Exploitation strategy and exploitation phases

One of the main objectives of the exploitation strategy is to transform the future ONCODIR solutions and services (AI technology) into marketable products and to create profitable outcomes as a result. To bring the ONCODIR solutions to the market, a structured and methodological approach needs to be defined and implemented. The customized exploitation plan will allow the maximum possible impact of the key exploitable results through appropriate business models. The main goal is to develop strategies for exploiting the project results and exploring their wider use, sustainability, and business feasibility.

To achieve these targets, it is necessary to properly coordinate and allocate the partners' efforts, to monitor progress and plan activities during the project lifetime as well as to establish future actions in order to ensure successful sustainability of the ONCODIR project beyond its lifetime. A properly set-up consortium has a high impact on the exploitation results of the project, where adequate and relevant stakeholders will help to gain a better understanding of the market. As a result, it will be easier to define and exploit ONCODIR solutions, as well as to include further stakeholders such as researchers as well as decision makers in the field.

8.2 Overview of exploitable results

This section describes a preliminary list of expected exploitable results of the ONCODIR project. The list will be updated over the course of the project and is expected to change based on the further progress and developments of the ONCODIR project. As the final appearance and the exact technical implementation of the ONCODIR solutions become more apparent during the course of the project, the exploitable results will be updated and defined more precisely, and the Key Exploitable Results will be identified together with all consortium members that developed them.

8.2.1 Exploitation Pathways

ONCODIR will produce various scientific, research, engagement, and development outcomes, which have a high potential to be exploited in different ways by different stakeholder groups. The ONCODIR consortium has identified the following initial exploitation routes: educational and scientific, commercial, and exploitation by/through networks, associations, initiatives and policy groups.

Educational and scientific exploitation

The knowledge collection, the developed ontology and publications in the course of the ONCODIR project can become valuable resources for students (BSc, MSc or PhD) in the field of AI and ML, software development and for the medical academic community searching for a comprehensive knowledge collection about CRC effective prevention strategies based on the analysis of risk factors considering heterogeneity within and between EU countries/regions and genetic risks, socio-economic status, behavioural, lifestyle risk factors, environmental factors, cultural, sex and gender.

The identified scientific exploitation objectives of the ONCODIR project are:

- Raising awareness on the project's outcomes and their benefits by reaching both Universities and Research Centres from the technological aspect and Medical Research in Colorectal Cancer prevention.
- Building trust in the ONCODIR solutions and services derived from this project.

These objectives can be reached through the implementation of several scientific exploitation activities, such as:

- Academic publications and conference participation: ONCODIR partners plan to participate in conferences and events spreading the knowledge derived by the implementation.
- Other potential scientific exploitation measures are currently being explored: Addition of lessons learned by the development of the solutions and the generated knowledge in Seminars, Webinars, Lectures and presentations by the academic partners of the project.

Commercial exploitation

Commercial exploitation aims to inspire interest and market demand concerning the ONCODIR final solutions, especially about the ONCODIR marketplace. The consortium partners will use their well-established networks of European and national contacts to communicate the results of ONCODIR project, draw their attention and increase its visibility.

Here, the target groups are mainly SMEs, start-ups, industry and investors providing venture capital. To target the European industry and especially SMEs, marketing campaigns and presentations to increase public awareness and commercialise the results of ONCODIR are planned.

Exploitation strategy

The preliminary exploitation plan of the project can be split into three phases. **Phase A** is the initial awareness phase and includes pre-marketing activities and a knowledge base creation, including:

- A stakeholder collection, based on the target groups defined;
- 1 consortium Workshop (planned in January 2024) to explain the concept of exploitation within the context of Horizon Europe;
- Stakeholder meetings after results have been obtained;
- Market analysis and segmentation

Phase B is the targeted awareness market phase and covers the exploitation of the first convincing project results. Actions in this phase include:

- Stakeholder mapping;
- A strategic analysis (SWOT);
- A PESTEL analysis;
- 1 (and if need be one more) consortium exploitation workshop for the analysis of relevant exploitation routes for the generated results;
- The use of exploitation channels
- Clustering and networking.

Phase C is the strategic phase and focuses on the promotion and planning of joint activities beyond the project duration. This phase includes:

- Business planning
- User targeting

- Marketing materials
- Online promotion
- Promotion at events, conferences and trade fairs

Table 5. ONCODIR Initial exploitation Key Exploitable Results and relevant exploitation route

KERs	Exploitation options and potential customers
ONCODIR platform	The ONCODIR platform will feature the Evidence-based Policy analytics dashboard (DELI) and aims to engage medical device manufacturers, clinicians, and citizens. This engagement will be facilitated through market analysis, a strategically formulated business plan, and the protection of intellectual property rights (IPR).
Exploitation route: Commercial full version, Patent if applicable, training services	
PYRAMID	The risk stratification engine (PYRAMID) is designed to cater to specific stakeholders, including the ICT-AI industry, academia, clinicians, and policy makers, among others. The primary objective is to commercially leverage PYRAMID as a versatile tool applicable across various sectors, enhancing both existing and new products.
Exploitation route: Limited open source, Commercial full version, Patent if applicable, training services	
NELI	The CRC awareness personalised mobile application (NELI) will approach citizens, ICT-AI industry, medical partners, policy makers, and others. The ONCODIR will focus on the commercial exploitation of this tool as there is an increased need for personalised approaches in almost all aspects of life.
Exploitation route: Limited open source, commercial full version, Patenting if applicable, training services	
DEPO	The clinical decision support system for colorectal cancer prevention (DEPO) is being developed to assist policy makers in making decisions and to enable academia and ICT-AI partners to analyse medical data. Its scientific and economic utilization is essential due to the system's role in aiding clinicians. The application of such tools across various industry sectors is
Exploitation route: Limited open source, commercial full version, Patent if applicable, training services	
ONCODIR Data pool	Living status and retrospective data collection will be accumulated in a CRC data-biobank (ONCODIR Data pool) and will approach policy makers and healthcare data owners. The tool will be exploited scientifically due to the need to further expand existing data biobanks with data that can be used worldwide considering privacy and relevant EU and National protection laws.
Exploitation route: Commercial full version, Patent if applicable, training services	

9 IPR Management

9.1 What is IP and why is it important

According to European IPR Helpdesk, IP includes all results of creative efforts from the human intellect, which having an intangible nature. In order to protect their ownership protection, the creator(s) need(s) to ensure IPR (Intellectual Property Rights) on the newly developed product/service. It is important to mention that “IPR is territorial and exclusive rights are only applicable in the country or region in which a patent has been filed or granted, in accordance with the law of the country or region”. Furthermore, IPR grants the owner(s) monopoly over their product and nobody else is allowed to use, possess, manufacture, import or commercialize it without being granted permission. In addition, beneficiaries are now required to submit details about the ownership of results (Results Ownership List) in their reports. This information should include the nature of the ownership (single or joint), the names of the owner(s), their country of establishment, and whether the owner(s) intend to exploit these results. Not providing this information will hinder the submission of the final periodic report and obstruct the final payment process. Following this approach an IPR registry is created and circulated with the consortium. Partners will be required to fill this registry with the results that they generate or codevelop. Last, under Horizon Europe, monitoring of exploitation activities will extend beyond the project's conclusion. As stated in the Model Grant Agreement: “Should there be no exploitation uptake despite best efforts within a specified timeframe post-project completion (one year), the project is obliged to use the [Horizon Results Platform \(HRP\)](#) to showcase exploitable results, unless this requirement is exempted.” The Horizon Results Platform, integrated with the Funding & Tenders portal, offers various advantages to beneficiaries, including increased visibility, expedited connections with key third parties, dedicated events for innovators, complimentary access to support services, and efficient search capabilities. Below, in Annex2 the IPR registry that will be used to monitor KERs is presented.

9.2 IPR strategy before the project implementation

As a key activity within WP7, intellectual property will be considered at different levels of the ONCODIR project to make sure that a suitable strategy and management is implemented.

IP protecting measures may include the securing of valuable IP generated in the project e.g., by registering patents or trademarks. The specific conditions for the protection and exploitation of assets are worked out with all partners in detail in WP7 in the first months of the project. To avoid any potential misappropriation and misuse of such information. This agreement establishes the conditions under which partners disclose information in confidence. Dissemination and exploitation of the results will be executed in accordance with EU laws and with respect to specific laws in the participating countries. In the event that the project generates technologies suitable for economic exploitation, these departments will manage the patenting process.

In order to ensure efficient implementation of dissemination and exploitation activities amongst the participants, a Consortium Agreement was drafted and signed by all partners. The Consortium Agreement deals with, in addition to important topics such as governing structure and liability, the exact details on the participants' background, the rights to, the protection of, and the exploitation of results generated solely and/or jointly during the project. Moreover, the Consortium Agreement sets

up specific rules on how to deal with dissemination activities and how to ensure open access to all peer-reviewed scientific publications. The Consortium Agreement was scheduled to be complete before the Grant Agreement with the European Commission will be signed. The following basic rules apply to the Consortium Agreement accordingly:

- Before the start of the project, participants have defined their individual background (see Annex 1) required for their successful participation in the project. The rights to this background remain with the respective owner but royalty-free access to other participants shall be granted if it is required to enable other participants to carry out their research and development activities in the context of the project.
- The rights to results generated during the project belong to those involved in its generation. When more than one consortium member is involved in the creation of results, it will be jointly owned by the respective consortium member.

Participants inform other consortium members if they intend to publish or disseminate any results, whether in a direct way or indirectly. Before any dissemination activity takes place, the participants must examine the possibility of protecting generated results.

9.3 What is IP and why is it important

During the project, exploitation experts of the partnership (SYNYO, EXUS, CERTH) will secure a sound dealing with IP. While the consortium as a whole complement each other with skills in dealing with intellectual property, basically all partners have expertise in managing intellectual property.

The exploitation-related partners, T7.2 lead by EXUS and advised by the whole partnership, will deal with a range of IP and exploitation issues along the project implementation:

Knowledge management

The consortium will work together on shared instances. The Consortium has set up repositories at the platforms the ONCODIR Wiki for the storing and exchanging knowledge generated in ONCODIR, but also for data protection and compliance with the EU General Data Protection Regulation (GDPR). The EIM will be notified or it will take action by itself whenever new IP is being generated. The rules followed will be the ones defined in the Grant Agreement and/or Consortium Agreement to ensure fairness in case of conflict and misunderstandings, but also to make sure the maximum protection of the creator's IP is looked after.

Ownership and transfer of ownership of results

The Grant Agreement and the Consortium Agreement state that results belong to the partner(s) who generated them. As ONCODIR is a collaborative project, several outcomes will be the result of joint efforts and thus joint ownership will arise, whenever the case. The EIM and the exploitation-related partners will manage the process of agreeing on ownership of joint efforts and written agreements will be made available based on ownership decisions.

Protection of project results

IP protection character will be dependent on the type of results generated by the ONCODIR consortium. Since there will be multiple types of outcomes (e.g. AI solutions, research results, etc.) available to be registered, disseminated and exploited, two updates will be done to this report, where all outcomes and individual agreed strategies will be described (D7.2 and D7.3).

Open access

The information included in the public deliverables of the ONCODIR project will be published open access on the ONCODIR project website. This practice will be applied also to any scientific publications triggered by the project. Furthermore, if any confidential deliverables include information which might be of use to the project target group, the Steering Committee together with the EIM and the exploitation-related partners will assess the option of offering them open access, taking into account the reasons why they were marked as confidential.

Confidentiality

According to the Consortium Agreement, all partners agreed to non-disclosure of information related to the ONCODIR project to any other party. The Confidentiality clause is detailed in Annex X of this report, and it will be enforced by the EIM and the exploitation-related partners.

9.4 IPR after the project implementation

The final project report will include the final update to the IPR and Exploitation strategy, as well as updates to dissemination and communication plan. The document will describe the ONCODIR outcomes, the IP considerations and strategies for exploitation and dissemination after the funding from the European Commission ends. The ONCODIR partners will also provide their final individual dissemination, exploitation and IPR strategies. The multiple updates of these strategies until the end of the project will ensure a fair assessment of all possibilities for technology transfer, potential commercialization of developed solutions and a great visibility of the ONCODIR outcomes, as well as sustainability after the project ends.

9.5 Next steps

In Deliverable 7.1 Dissemination, Communication and Dissemination Plan, the initial exploitation and IPR strategies of different outcomes of the ONCODIR project will be detailed. However, the most accurate exploitation and IPR actions conducted along the ONCODIR project duration as well as after the funding ends, will be detailed in the final technical report. Updates will be available in between also in the periodic reports and further Deliverables (D7.2 and D7.3).

10 Conclusion

This report aims to summarize the channels, methods, means and activities to be carried out with the aim to maximize the project's impact through continuous dissemination and exploitation activities and IPR management. The plan will be continuously reviewed and updated over the course of the project.

The deliverable provided an overview of the dissemination, communication and exploitation activities carried out and planned for the ONCODIR project. It identified relevant stakeholders and target groups which all activities will be tailored to. Furthermore, an emphasis was put on the dissemination & communication plan of the project, including the aims and objectives as well as the process and the partners' individual dissemination plans. The report additionally provided an overview of the dissemination materials, including the established project identity, print materials such as leaflets and templates, and channels such as the ONCODIR project website, social media channels and newsletters. Information was also provided on the project's dissemination activities. This included an overview of

past and future events, planned publications, and networking and clustering activities. Moreover, an outline of the communication activities as well as an overview of the means of monitoring and evaluation have been given.

As the project is still at an early stage, this plan will be continuously reviewed, updated and adapted according to further developments.

Annex 1: Intellectual Property Rights (IPR) – Background and Results – Access Right and Rights of Use (Article 16 in Grant Agreement)

Definitions

Access rights — Rights to use results or background.

Dissemination — The public disclosure of the results by appropriate means, other than resulting from protecting or exploiting the results, including by scientific publications in any medium.

Exploit(ation) — The use of results in further research and innovation activities other than those covered by the action concerned, including among other things, commercial exploitation such as developing, creating, manufacturing and marketing a product or process, creating and providing a service, or in standardisation activities.

Fair and reasonable conditions — Appropriate conditions, including possible financial terms or royalty-free conditions, taking into account the specific circumstances of the request for access, for example the actual or potential value of the results or background to which access is requested and/or the scope, duration or other characteristics of the exploitation envisaged.

Open access — Online access to research outputs provided free of charge to the end-user.

Open science — An approach to the scientific process based on open cooperative work, tools and diffusing knowledge.

Research data management — The process within the research lifecycle that includes the organisation, storage, preservation, security, quality assurance, allocation of persistent identifiers (PIDs) and rules and procedures for sharing of data including licensing.

Research outputs — Results to which access can be given in the form of scientific publications, data or other engineered results and processes such as software, algorithms, protocols, models, workflows and electronic notebooks.

Agreement on background

The beneficiaries must identify in a written agreement the background as needed for implementing the action or for exploiting its results.

Where the call conditions restrict control due to strategic interests reasons, background that is subject to control or other restrictions by a country (or entity from a country) which is not one of the eligible countries or target countries set out in the call conditions and that impact the exploitation of the results (i.e. would make the exploitation of the results subject to control or restrictions) must not be used and must be explicitly excluded from it in the agreement on background — unless otherwise agreed with the granting authority.

Ownership of Results

Results are owned by the beneficiaries that generate them.

However, two or more beneficiaries' own results jointly if:

they have jointly generated them and

- it is not possible to:
- establish the respective contribution of each beneficiary, or
- separate them for the purpose of applying for, obtaining or maintaining their protection.

The joint owners must agree — in writing — on the allocation and terms of exercise of their joint ownership ("**joint ownership agreement**"), to ensure compliance with their obligations under this Agreement. Unless otherwise agreed in the joint ownership agreement or consortium agreement, each joint owner may grant non-exclusive licenses to third parties to exploit the jointly-owned results (without any right to sub-license), if the other joint owners are given:

- at least 45 days advance notice and
- fair and reasonable compensation.

The joint owners may agree — in writing — to apply another regime than joint ownership. If third parties (including employees and other personnel) may claim rights to the results, the beneficiary concerned must ensure that those rights can be exercised in a manner compatible with its obligations under the Agreement. The beneficiaries must indicate the owner(s) of the results (results ownership list) in the final periodic report.

Protection of results

Beneficiaries which have received funding under the grant must adequately protect their results — for an appropriate period and with appropriate territorial coverage — if protection is possible and justified, taking into account all relevant considerations, including the prospects for commercial exploitation, the legitimate interests of the other beneficiaries and any other legitimate interests.

Exploitation of results

Beneficiaries which have received funding under the grant must — up to four years after the end of the action (see Data Sheet, Point 1) — use their best efforts to exploit their results directly or to have them exploited indirectly by another entity, in particular through transfer or licensing. If, despite a beneficiary's best efforts, the results are not exploited within one year after the end of the action, the beneficiaries must (unless otherwise agreed in writing with the granting authority) use the Horizon Results Platform to find interested parties to exploit the results.

If results are incorporated in a standard, the beneficiaries must (unless otherwise agreed with the granting authority or unless it is impossible) ask the standardisation body to include the funding statement (see Article 17) in (information related to) the standard.

Additional information obligation relating to standards

Where the call conditions impose additional information obligations relating to possible standardisation, the beneficiaries must — up to four years after the end of the action (see Data Sheet, Point 1) — inform the granting authority, if the results could reasonably be expected to contribute to European or international standards.

Transfer and licensing of results

Transfer of ownership

The beneficiaries may transfer ownership of their results, provided this does not affect compliance with their obligations under the Agreement.

The beneficiaries must ensure that their obligations under the Agreement regarding their results are passed on to the new owner and that this new owner has the obligation to pass them on in any subsequent transfer.

Moreover, they must inform the other beneficiaries with access rights of the transfer at least 45 days in advance (or less if agreed in writing), unless agreed otherwise in writing for specifically identified third parties including affiliated entities or unless impossible under the applicable law. This notification must include sufficient information on the new owner to enable the beneficiaries concerned to assess the effects on their access rights. The beneficiaries may object within 30 days of receiving notification (or less if agreed in writing), if they can show that the transfer would adversely affect their access rights. In this case, the transfer may not take place until agreement has been reached between the beneficiaries concerned.

Granting licenses

The beneficiaries may grant licenses to their results (or otherwise give the right to exploit them), including on an exclusive basis, provided this does not affect compliance with their obligations.

Exclusive licenses for results may be granted only if all the other beneficiaries concerned have waived their access rights.

Granting authority right to object to transfers or licensing — Horizon Europe actions

Where the call conditions in Horizon Europe actions provide for the right to object to transfers or licensing, the granting authority may — up to four years after the end of the action (see Data Sheet, Point 1) — object to a transfer of ownership or the exclusive licensing of results, if:

- the beneficiaries which generated the results have received funding under the grant
- it is to a legal entity established in a non-EU country not associated with Horizon
- Europe, and the granting authority considers that the transfer or license is not in line with EU interests.

Beneficiaries that intend to transfer ownership or grant an exclusive license must formally notify the granting authority before the intended transfer or licensing takes place and:

Beneficiaries that intend to transfer ownership or grant an exclusive license must formally notify the granting authority before the intended transfer or licensing takes place and:

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- identify the specific results concerned
- describe in detail the new owner or licensee and the planned or potential exploitation of the results, and
- include a reasoned assessment of the likely impact of the transfer or license on EU interests, in particular regarding competitiveness as well as consistency with ethical principles and security considerations.

The granting authority may request additional information.

If the granting authority decides to object to a transfer or exclusive license, it must formally notify the beneficiary concerned within 60 days of receiving notification (or any additional information it has requested).

No transfer or licensing may take place in the following cases:

- pending the granting authority decision, within the period set out above
- if the granting authority objects
- until the conditions are complied with, if the granting authority objection comes

with conditions.

A beneficiary may formally notify a request to waive the right to object regarding intended transfers or grants to a specifically identified third party, if measures safeguarding EU interests are in place. If the granting authority agrees, it will formally notify the beneficiary concerned within 60 days of receiving notification (or any additional information requested).

Granting authority right to object to transfers or licensing — Euratom actions

Where the call conditions in Euratom actions provide for the right to object to transfers or licensing, the granting authority may — up to four years after the end of the action — object to a transfer of ownership or the exclusive or non-exclusive licensing of results, if:

- the beneficiaries which generated the results have received funding under the grant it is to a legal entity established in a non-EU country not associated with Horizon
- Europe, and the granting authority considers that the transfer or license is not in line with EU interests.

Beneficiaries that intend to transfer ownership or grant an exclusive license must formally notify the granting authority before the intended transfer or licensing takes place and:

- identify the specific results concerned
- describe in detail the new owner or licensee and the planned or potential exploitation of the results, and
- include a reasoned assessment of the likely impact of the transfer or license on EU interests, in particular regarding competitiveness as well as consistency with ethical principles and security considerations.

The granting authority may request additional information.

If the granting authority decides to object to a transfer or exclusive license, it must formally notify the beneficiary concerned within 60 days of receiving notification (or any additional information it has requested).

No transfer or licensing may take place in the following cases:

- pending the granting authority decision, within the period set out above
- if the granting authority objects
- until the conditions are complied with, if the granting authority objection comes with conditions.

A beneficiary may formally notify a request to waive the right to object regarding intended transfers or grants to a specifically identified third party, if measures safeguarding EU interests are in place. If the granting authority agrees, it will formally notify the beneficiary concerned within 60 days of receiving notification (or any additional information requested).

Granting authority right to object to transfers or licensing — Euratom actions

Where the call conditions in Euratom actions provide for the right to object to transfers or licensing, the granting authority may — up to four years after the end of the action— object to a transfer of ownership or the exclusive or non-exclusive licensing of results, if:

- the beneficiaries which generated the results have received funding under the grant
- it is to a legal entity established in a non-EU country not associated to the Euratom
- Research and Training Programme 2021-2025 and
- the granting authority considers that the transfer or license is not in line with the EU
- interests.

Beneficiaries that intend to transfer ownership or grant a license must formally notify the granting authority before the intended transfer or licensing takes place and:

- identify the specific results concerned
- describe in detail the results, the new owner or licensee and the planned or potential exploitation of the results, and
- include a reasoned assessment of the likely impact of the transfer or license on EU interests, in particular regarding competitiveness as well as consistency with ethical principles and security considerations (including the defense interests of the EU Member States under Article 24 of the Euratom Treaty).

The granting authority may request additional information.

If the granting authority decides to object to a transfer or license, it will formally notify the beneficiary concerned within 60 days of receiving notification (or any additional information requested).

No transfer or licensing may take place in the following cases:

- pending the granting authority decision, within the period set out above
- if the granting authority objects
- until the conditions are complied with, if the granting authority objection comes with conditions.

A beneficiary may formally notify a request to waive the right to object regarding intended transfers or grants to a specifically identified third party, if measures safeguarding EU interests are in place. If the granting authority agrees, it will formally notify the beneficiary concerned within 60 days of receiving notification (or any additional information requested).

Limitations to transfers and licensing due to strategic assets, interests, autonomy or security reasons of the EU and its Member States.

Where the call conditions restrict participation or control due to strategic assets, interests, autonomy or security reasons, the beneficiaries may not transfer ownership of their results or grant licenses to third parties which are established in countries which are not eligible countries or target countries set out in the call conditions (or, if applicable, are controlled by such countries or entities from such countries) — unless they have requested and received prior approval by the granting authority.

The request must:

- identify the specific results concerned
- describe in detail the new owner and the planned or potential exploitation of the results, and
- include a reasoned assessment of the likely impact of the transfer or license on the strategic assets, interests, autonomy or security of the EU and its Member States.

The granting authority may request additional information.

Access rights to results and background

Exercise of access rights — Waiving of access rights — No sub-licensing

Requests to exercise access rights and the waiver of access rights must be in writing.

Unless agreed otherwise in writing with the beneficiary granting access, access rights do not include the right to sub-license.

If a beneficiary is no longer involved in the action, this does not affect its obligations to grant access.

If a beneficiary defaults on its obligations, the beneficiaries may agree that that beneficiary no longer has access rights.

Access rights for implementing the action

The beneficiaries must grant each other access — on a royalty-free basis — to background needed to implement their own tasks under the action, unless the beneficiary that holds the background has — before acceding to the Agreement:

- informed the other beneficiaries that access to its background is subject to restrictions, or
- agreed with the other beneficiaries that access would not be on a royalty-free basis.

The beneficiaries must grant each other access — on a royalty-free basis — to results needed for implementing their own tasks under the action.

Access rights for exploiting the results

The beneficiaries must grant each other access — under fair and reasonable conditions — to results needed for exploiting their results.

The beneficiaries must grant each other access — under fair and reasonable conditions — to background needed for exploiting their results, unless the beneficiary that holds the background has — before acceding to the Agreement — informed the other beneficiaries that: access to its background is subject to restrictions.

Requests for access must be made — unless agreed otherwise in writing — up to one year after the end of the action.

Access rights for entities under the same control

Unless agreed otherwise in writing by the beneficiaries, access to results and, subject to the restrictions referred to above (if any), background must also be granted — under fair and reasonable conditions — to entities that:

- are established in an EU Member State or Horizon Europe associated country
- are under the direct or indirect control of another beneficiary, or under the same direct or indirect control as that beneficiary, or directly or indirectly controlling that beneficiary and
- need the access to exploit the results of that beneficiary.

Unless agreed otherwise in writing, such requests for access must be made by the entity directly to the beneficiary concerned.

Requests for access must be made — unless agreed otherwise in writing — up to one year after the end of the action.

Access rights for the granting authority, EU institutions, bodies, offices or agencies and national authorities to results for policy purposes — Horizon Europe actions

In Horizon Europe actions, the beneficiaries which have received funding under the grant must grant access to their results — on a royalty-free basis — to the granting authority, EU institutions, bodies, offices or agencies for developing, implementing and monitoring EU policies or programmes. Such access rights do not extend to beneficiaries' background.

Such access rights are limited to non-commercial and non-competitive use.

Moreover, the requesting national authority or EU institution, body, office or agency (including the granting authority) must inform all other national authorities of such a request.

Access rights for the granting authority, Euratom institutions, funding bodies or the Joint Undertaking Fusion for Energy — Euratom actions

In Euratom actions, the beneficiaries which have received funding under the grant must grant access to their results — on a royalty-free basis — to the granting authority, Euratom institutions, funding bodies or the Joint Undertaking Fusion for Energy for developing, implementing and monitoring Euratom policies and programmes or for compliance with obligations assumed through international cooperation with non-EU countries and international organisations. Such access rights include the right

to authorize third parties to use the results in public procurement and the right to sub-license and are limited to non-commercial and noncompetitive use.

Additional access rights

Where the call conditions impose additional access rights, the beneficiaries must comply with them.

Annex 2: ONCODIR IPR registry

RESULTS TABLE					
KEY EXPLOITABLE RESULTS	Short Description	Relevant Task(s)	Relevant Deliverable (where applicable)	Dissemination level of this Deliverable (where applicable)	Relevant background IP (where applicable)
	Please explain with 1-3 short sentences what this Result is	Please provide here under which Task(s) you will be developing this Result	Please write here the Deliverable where this Result will be included (where applicable)	Dissemination level of this Deliverable (where applicable)	Please state here if you have relevant IP for each Result (based on CA or other)

IPR strategy					
OWNERSHIP DRAFT	EXPLOITATION ROUTE	PRODUCTS	COUNTRY	Current TRL	Expected TRL
Please write here which partner (s) will be developing this Result	Please state here your preferred IP protection route	Please list here the products			

Shares of IP rights (%) / Nature of parties involvement in the development					
	NATURE of involvement	Partner 2 (%)	NATURE of involvement	Partner 3 (%)	NATURE of involvement

Websites

www.oncodir.eu

<https://twitter.com/ONCODIR>

<https://www.linkedin.com/company/oncodir/>

<https://www.facebook.com/oncodireu>

<https://dashboard.mailerlite.com/forms/513674/93935511943513263/share>