



# Dissemination of VPH Projects

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VPH NoE – Outreach program

# Why disseminate?



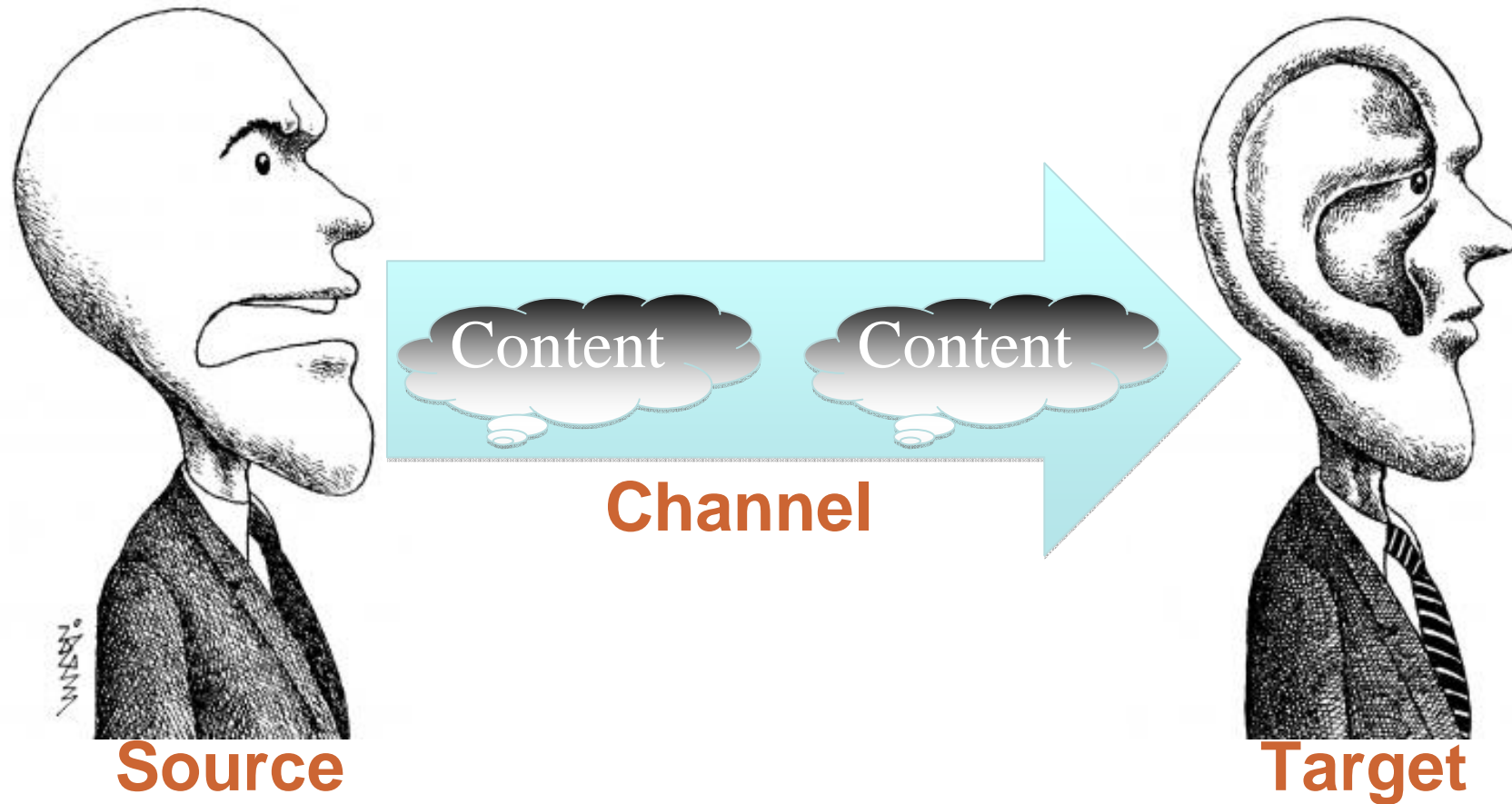
- **Dissemination** is the process through which a EC project presents its research results to specific groups of professionals or to the public at large.
- **You have to:** The European Commission **requires** that all funded projects keep all their stakeholders informed on their scope, vision, results, achievements. This is a contractual obligation for all partners of all consortia.
- **For the good of science:** the only way to convince taxpayers that is worth to spend money is something as immaterial as science is by disseminating research results.
- **For your own good:** proper communication of achievements sustain the growth of carriers, funding, institutional visibility, etc.
- **For exploitation:** advertising your best results is the first step to transform them into value

# VPH: meta-dissemination



- The VPH initiative became a success because a community spoke with one voice through the STEP Research Roadmap
- To sustain this success in the years to come we need to continue acting as a single community
  - **Establish a collective identity**
  - **Sustain meta-dissemination of VPH results**
- An effective meta-dissemination can:
  - **Reduce your dissemination effort**
  - **Increase its impact**

# Communication model



# Source, Target



- Who start the communication:
  - **Coordinators** of VPH-I projects
- Who receives the communication
  - **Public at large** (European tax payers and patients)
  - **Stakeholders**
    - Clinical (GP, general medical events)
    - Industrial (trade organizations, groups of corporations)
    - Research (researchers communities)
    - Institutional (EC, Govs, Health Providers, etc.)

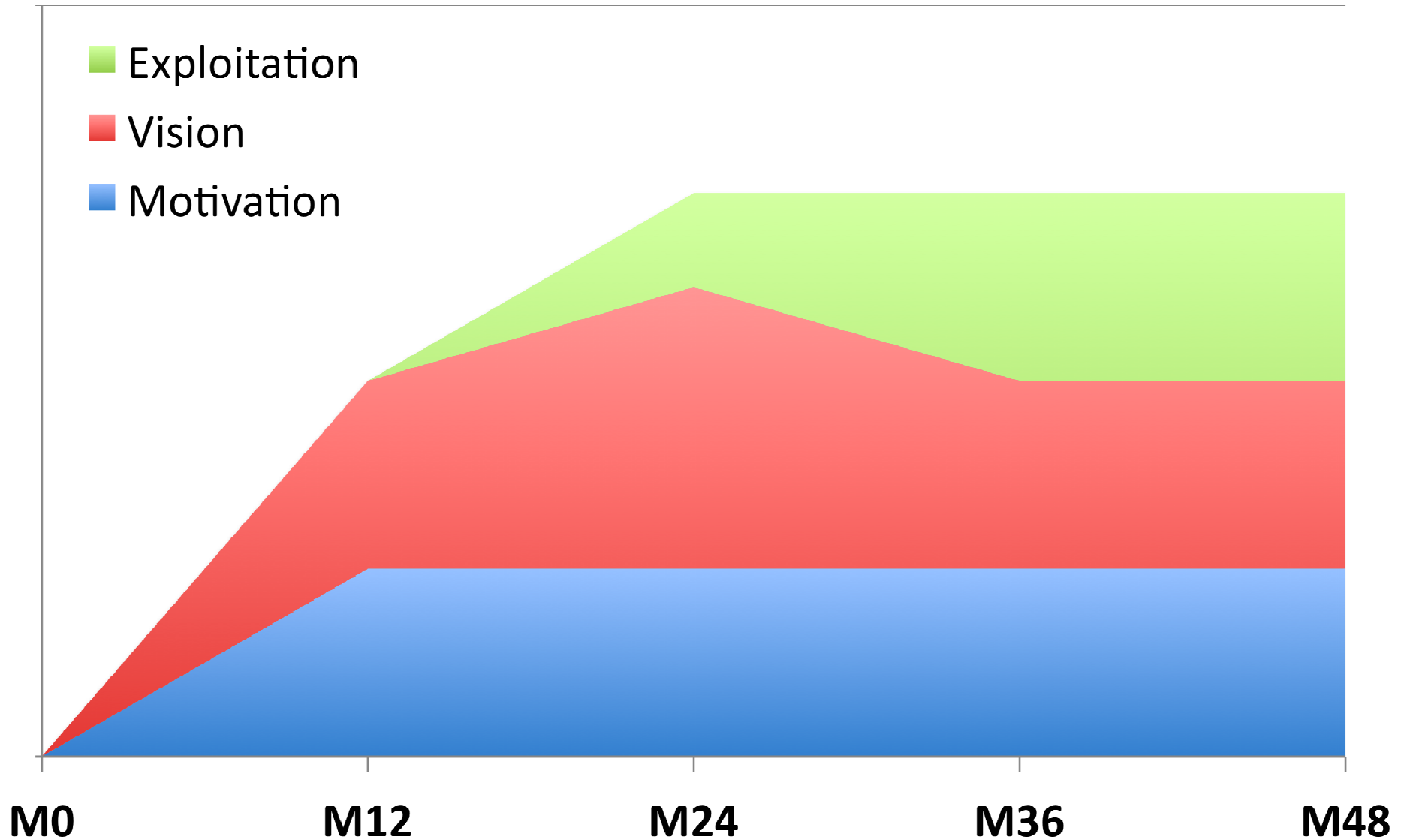
# Content



The message of the communication:

- **Motivation:** Justify the funding received in terms of returns for the European Economy and the European Society.
- **Vision:** Disseminate results of the VPH-I projects in a strategic development perspective toward clinical, industrial and societal stakeholders.
- **Exploitation:** Document an effective social, clinical and industrial exploitation of the project results and its impact on Europe.

# Dissemination Strategy



# Battle plan



- Let us know
- Maximise synergies and reuse of efforts
- Concentrate/redistribute via Biomed Town
- Leverage on the internationalisation projects
- VPH Ambassador



# Thank You!!

