

WP2: Networking and communication, dissemination and outreach

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101008548

WP2 - Objectives

The Networking and dissemination, communication and outreach Work Package will **organize and implement efficient communication inside and outside the consortium**. These activities shall **enhance the internal synergies and provide added value** by allowing information flow to/from other projects and the general public as well as within HITRIplus.



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WP2 – Organisation / Personnel

- WP – Coordination:
 - Manjit Dosanjh until end of 2022
 - Peter Grübling since beginning of 2023
 - Yiota Foka supports as deputy
- WP – Tasks
 - Yiota Foka
 - Silvia Meneghello
 - Petya Georgieva
 - Chiara Argentero

WP2 – Tasks

- Task 2.1: Coordination of Communication tools
- Task 2.2: Building the user community
- Task 2.3. Dissemination and outreach

→ Activity report see next slides



WP2 – Tasks: Activity Report

- Seminars:

[Manjit, please add content]



WP2 – Tasks: Activity Report

Overview of Communication Tools and Website Updates

Website Updates:

- **Total Updates: 29 updates** on the HITRIplus website since October 1, 2022.
- **Focus Areas:** Advancements in hadron therapy, medical engineering innovations, public science engagement.



HITRIplus News

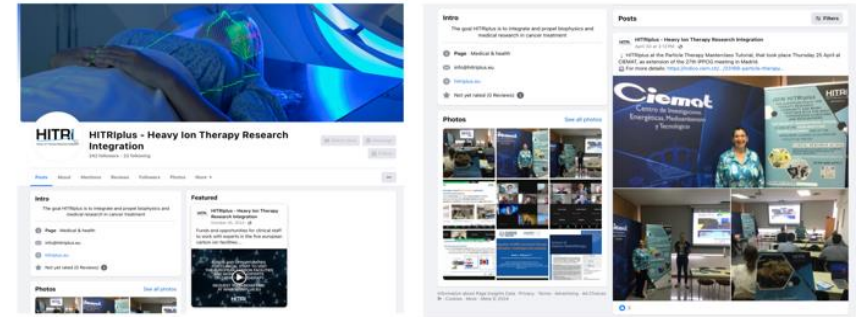
Date

From:

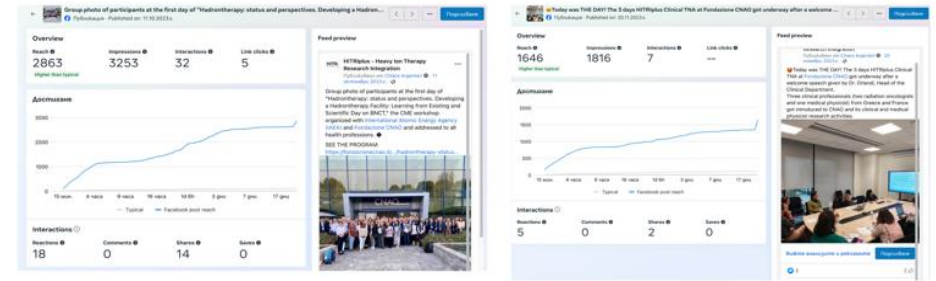
To:



Screenshots of posts



Graphs showing growth in reach and interactions



Social Media Engagement:

- **Facebook (Nov 2022 - Mar 2024):**
 - **Reach:** Increased by **673.3%** to over 10,000.
 - **Content Interactions:** Rose by **724.5%**.
 - **Activities Highlighted:** Clinical TNA event, educational events.
- **Twitter (Oct 2023 - Jan 2024):**
 - **Average Impressions:** 21 per day, **totaling 2,000**.
 - **Engagement Fluctuations:** Varied across different periods.



Social Media Performance and Outreach Impact

LinkedIn (Apr 2023 - Apr 2024):

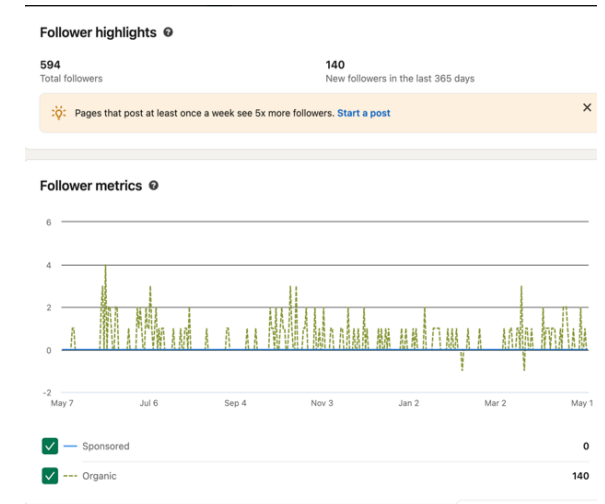
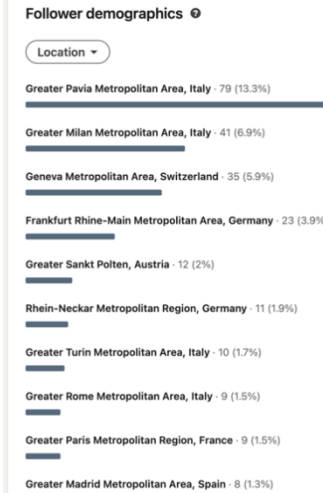
- Organic Impressions: **27,533.**
- New Followers: **140, totaling 594.**

YouTube:

- Subscribers: **325.**
- Content: Educational videos, seminar recordings.

Instagram:

- Total Followers: **117.**
- Content: Visual storytelling, research activities.



Impact Summary:

- **Consistent Messaging:** Tailored content for each platform.
- **Interactive Content:** Live seminars, Q&As.
- **Educational Impact:** Highlighting student research, conferences.
- **Professional Growth:** Leveraging LinkedIn for networking.

Strategic Achievements:

- **Increased engagement (e.g., 50% rise in rates, 30% in followers).**
- Data-driven strategies for growth and outreach expansion.

WP2 – Tasks: Activity Report

• Overview of Newsletter Performance

Tool Used:

- **Spotler:** Facilitated seamless delivery and tracking of newsletters.

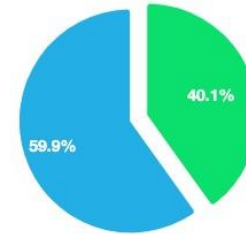


Number of Newsletters:

- **Total: 4 newsletters** distributed between October 2023 and March 2024.

Distribution Channels:

- Email delivery using Spotler.



	%	Contacts
Opened (confirmed)	40.1%	123
Not opened	59.9%	184
Accepted	100%	307

Number of Addressees:

- **Emails Sent: 312.**
- **Acceptance Rate: 98.4%.**
- **Subscriber Retention Rate: 99.7%.**

Key Metrics:

- **Open Rate: 40.1%.**
- **Click-to-Open Rate: 15.4%.**
- **Click-Through Rate: 6.2%.**
- **Conversion Rate: 0.8%.**

Impact:

- High open rates and subscriber retention indicate engaging and relevant content.

Mailing results

Sent	100%
933	
Opens	38.2%
347	
Accepted	97.4%
909	
Clicks	10.1%
35	

Summary of the last 3 NL



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WP2 – Tasks: Activity Report

• Workshops and Public Events

Public Event Participation:

Thessaloniki Exhibitions:

- **TIF (2022 & 2023):** Engaging general public (~250,000 visitors)
- **BEYOND (2022 & 2023):** Highlighting technological advancements
- **FORWARD GREEN (2023):** Emphasizing sustainable initiatives
- **Goals:**
 - Demonstrate societal benefits of fundamental research
 - Publicize HITRIplus TNA program
 - Inspire students towards related studies and careers
- **Statistics:**
 - 1500 brochures distributed
 - Student outcomes: PhDs, Masters, summer studentships

Hadrontherapy Workshops:

Event: Hadrontherapy: Status and Perspectives

- **Date:** October 11-13, 2023
- **Location:** CNAO
- **Focus:** Clinical, managerial, and technical aspects of hadrontherapy; Boron Neutron Capture Therapy (BNCT)
- **Organizers:** CNAO, IAEA, HITRIplus
- **Goals:**
 - Advance hadrontherapy knowledge
 - Enhance understanding of applications and challenges
 - Global engagement with health professionals



The Greek Prime Minister visiting the HITRIplus stand at TIF exhibition.

Conferences and Educational Outreach

Conference Participation:

Medicon Sarajevo (Sept 2023):

- **Focus:** Accelerator technology and educational outreach
- **Highlights:** Plenary session, student-focused sessions
- **Outcomes:** Engaged with experts, researchers, and students

XVIII Mexican Symposium on Medical Physics (Mar 2024):

- **Presentation:** "Hadron therapy: status and perspectives"
- **Outcomes:** Strong impression on participants, discussions on future collaborations

Educational Outreach:

Particle Therapy MasterClasses (PTMC):

- **PTMC for Tutors (Sofia, May 2023):**
 - **Focus:** Practical education using matRad Treatment Planning
 - **Participants:** 50+ Bulgarian educators and international representatives
- **International PTMC 2023:**
 - **Mode:** In-person, hybrid, and online
 - **Reach:** 1500+ students, 50+ trained tutors
 - **Goals:**
 - Promote awareness of particle therapy
 - Foster international collaboration



WP2 Deliverables and Milestones



Deliverable Number ¹⁴	Deliverable Title	WP number ⁹	Lead beneficiary	Type ¹⁵	Dissemination level ¹⁶	Due Date (in months) ¹⁷
D2.1	Dissemination to the community about the possibility of the TA and access to clinical research with patients from EU - through out	WP2	1 - CNAO	Report	Public	3
D2.2	Dissemination and outreach activities developed and regularly updated	WP2	13 - SEEIIST	Report	Public	42
D2.3	Provide an annual activity report for the NA Pillar and final scientific achievements including the use and dissemination of foreground.	WP2	13 - SEEIIST	Report	Public	46



done



done and in progress



done and in progress

Milestone number ¹⁸	Milestone title	Lead beneficiary	Due Date (in months)	Means of verification
MS2	Project website launched	1 - CNAO	2	Realization of Project Website



done



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