

CT-Luso

Ethical and Regulatory Training in Clinical Trials in Portuguese-speaking African Countries (PALOP)

Project 101145790

WP8 - Communication, Dissemination, Exploitation of results and building a knowledge community

Deliverable 8.1 - Plan for the exploitation and dissemination of results including communication activities

Version 1

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Plan for the exploitation and dissemination of results including communication activities

The CT-Luso exploitation, dissemination and communication plan aims to enable and facilitate the circulation of information in order to stimulate cooperation within the scientific community and its dialogue with society, promoting scientific literacy and thus the broad participation of citizens in scientific designs and methodologies.

At the same time, it is important to increase the visibility of CT-Luso, exploiting its results and disseminating them in favour of widespread adherence to the project, thus contributing to the creation of a community of practice.

1. Communication Approaches

The pursuit of the stated objectives requires the implementation of different communication approaches.

As far as the **scientific and academic community** is concerned, i.e. researchers, teachers and university students, communication focuses on specialized publications and participation in conferences and workshops. These actions aim to strengthen collaboration with research centres, universities and government entities, specifically with responsibility in the field of science and education, as well as health. Regarding society, the general public, communication involves creating accessible content capable of arousing interest through the website and social networks.

One of the main means of dissemination to both a more specialised audience and the general population in each of the project member countries is the **monthly newsletter**. Events such as **conferences** or **webinars** are also ways of directly involving society with CT-Luso, seeking to highlight the positive impact biomedical research and clinical trials in particular have on the quality of health care provided to the population, as well as on the economic and social development of a country.

In this context, the **key messages** are fundamental, emphasizing the importance of ethical requirements for scientific development and technological innovation, qualifying them and generating trust in society. CT Luso must be recognized as a transformative project which brings concrete benefits to the community. Various communication actions will be carried out to ensure that the objectives and added value of the project

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activities are clear and impactful, also taking into account the cultural diversity of each partner country.

The results of the plan for the exploitation and dissemination of results, including communication activities, will be evaluated on the basis of audience reach (views and interactions on social networks), feedback from participants at events and media coverage in the scientific and generalist media with an expression in Portuguese-speaking African countries (PALOPs).

2. Communication strategy

The communication strategy outlined for CT-Luso prioritizes the efficient dissemination of the results and milestones of the project, ensuring their accessibility to **different audiences in the PALOPs**, as well as increasing their visibility and impact. The aim is to stimulate the understanding, participation and mobilization of stakeholders through clear and innovative messages.

The goals include:

- Ensuring that the results of the project reach the partners and the general public;
- Highlighting the social relevance and impact of the goals of the project through wide dissemination;
- Facilitating collaboration and debate around the key themes of the project.

3. Target audiences

The project targets strategic audiences to drive legislative change and ensure ethical practices in science, research and health:

- **Scientific community** - researchers, academics, students and professionals from research centres who constitute the main target audience;
- **Policymakers and regulators** - responsible for formulating policies and legislation, with the aim of driving legislative transformations and the implementation of the roadmap;
- **Experts and ethics committees** - to enforce and promote ethical practices;

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- **Public and civil society** - citizens interested in the fields of science, research and health, as well as Non-Governmental Organizations (NGOs) and the media.

4. Key messages

The communication messages are designed to have an impact on audiences in different countries and with different cultural references:

- Underlining the importance of strengthening ethical and legal practices and frameworks;
- Demonstrating the benefits for health and society as a whole;
- Facilitating the involvement of stakeholders to ensure their active participation.

5. Activities and tools

With the aim of broadening its reach, the project carries out various activities which disseminate knowledge and involve society through dynamic and diverse communication. The various initiatives include:

5.1. Digital presence

- **Project website** - Serves as the central information platform, with all updates, tools and downloadable resources. The website was launched at the beginning of the project and its description is detailed in *Deliverable 8.3*.
- **Social media** - The project has a LinkedIn page which is used to share various posts about its activities. The page was launched in October 2024 and has currently 94 followers, with a high participation rate of reactions to its posts, some with more than 20 likes. The project LinkedIn page is described in *Deliverable 8.4*.

5.2. Social communication

- **Press releases** - to mark significant moments which can guarantee media coverage and increase the notoriety of the project;

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- **Dissemination in the media** - interaction with journalists from various Portuguese-speaking countries to publish background articles, interviews and opinion pieces related to the project.

5.3. Stakeholder involvement

- **Workshops and webinars** - Sessions which include debates with the participation of policymakers, researchers and other stakeholders.

Under Work Package 3, two workshops will be held in Lisbon, scheduled for September 2025 and February 2026.

At the end of the project, five workshops are planned, one in each PALOP country, as part of Work Package 8. The aim of these workshops is to present the results of the project in the partner countries.

At the end of the project there will also be a final conference in Portugal, in a hybrid format. This conference will be prepared in collaboration with the Comunidade dos Países de Língua Portuguesa (Community of Portuguese Speaking Countries) (CPLP) to present the results of the project to all interested parties, involving policy makers.

- Establishment of **collaborations** with other scientific institutions to strengthen the international visibility of the CT Luso.

5.4. Contents

- **Monthly newsletters** with the main activities each month and project results sent to an extended mailing list. The first edition of the CT Luso newsletter was published during the official launch month of the project, in September 2024, and was sent to a segmented mailing list which includes the target audience of the project - partners, students, the media and the general public - totalling around 800 contacts;

The preparation and distribution of the monthly newsletters corresponds to a project deliverable, deliverable 8.5.

- **News on the website** - providing regular updates on the various initiatives, events and training carried out as part of the project.

5.5. Publications

Academic articles published in peer-reviewed journals to ensure credibility in the scientific community.

Scientific publications will be developed throughout the project to share the results obtained, including the publications planned for work package 3 - three on the course of the work and a fourth, final, with the conclusions of the work carried out in law and/or public health journals.

6. Monitoring and evaluation

The effectiveness of communication efforts will be assessed through metrics such as the number of visitors to the website of the project, levels of public engagement on social media and feedback gathered from participants in workshops and events.

The results of the exploitation, dissemination and communication activities will be reported to the funding bodies through the distribution of the deliverables set out in work package 8 and the progress reports in months 12, 28 and 40 of the project, respectively August 2025, December 2026 and December 2027.

7. Resources

The project has the human and financial resources to meet the needs of exploiting, disseminating and communicating its results.

The communication advisor of the project, Ana Sofia Calaça, is primarily responsible for planning and preparing the activities, in cooperation with the coordination and management team.

The project also contracts a number of services needed to carry out the activities, namely the company responsible for the website and e-learning platform, Ed-Rom, and graphic design services with Afatelier - Design de Comunicação, Lda.

8. Projecting the impact

The ultimate aim of the communication strategy is to establish a sustainable community of practice, which can continue the results achieved during the project in the various

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countries and establish a bridge with civil society. The plan will be updated and adapted whenever necessary to ensure the best and widest dissemination of all the activities and results. To ensure a lasting impact, communication tools and materials will remain online and collaboration with the media and partners will continue beyond the project calendar.