

## CT-Luso

### Ethics and Regulatory Capacity Building Partnership for Clinical Trials in Portuguese-speaking African Countries

Project 101145790

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

#### **Deliverable 8.7 – Updated Plan for the exploitation and dissemination of results including communication activities**

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## Index

Updated Plan for the exploitation and dissemination of results including communication activities.....	1
1. Communication Approaches.....	1
2. Communication strategy.....	2
3. Target audiences.....	3
4. Key messages.....	4
5. Activities and tools.....	4
5.1. Digital presence.....	4
5.2. Media .....	4
5.3. Stakeholder engagement.....	5
5.4. Contents.....	6
5.5. Scientific dissemination and publications.....	7
6. Monitoring and evaluation .....	8
7. Resources.....	8
8. Impact projection.....	9

## **Updated 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 among the project's different audiences, support cooperation within the scientific community and strengthen its dialogue with society, thereby contributing to increased scientific literacy and to broader and more informed citizen participation in the fields of science, research and health.

In parallel, it is important to increase CT-Luso visibility, enhance the value of achieved results and contribute to the consolidation of a community of practice in the partner countries.

One year after the presentation of the communication plan, the strategy was reviewed and adjusted based on the experience gained and the assessment of implemented actions. This adaptation reflects a continuous alignment with project implementation, reinforcing lines of action that have proven particularly effective, such as investment in audiovisual content, direct and personalised engagement with national stakeholders and the production of content tailored to the specific contexts of partner countries.

### **1. Communication Approaches**

The achievement of the defined objectives is based on the adoption of differentiated communication approaches, tailored to target audiences ranging from highly specialised stakeholders to society at large, while considering the institutional and cultural realities of the partner countries.

With regard to the **scientific and academic community** – including researchers, university lecturers and students, as well as professionals, members of National Regulatory Authorities and Research Ethics Committees – communication focuses on specialised publications and participation in conferences and workshops. These actions aim to strengthen collaboration with research centres, universities and governmental bodies, particularly those with responsibilities in science, education and health.

For **society and the general public**, communication involves the creation of accessible content designed to generate interest through the project website, social

media channels and YouTube channel, using diverse formats ranging from written content and image galleries to audiovisual materials, while ensuring language appropriate to different audiences and national contexts.

One of the main dissemination tools, targeting both specialised audiences and the general population across participating countries, is the **monthly newsletter**, in which visual components have increasingly played an important role in content integration. Events such as **conferences** and **webinars** also represent key opportunities to directly engage society with CT-Luso, highlighting the positive impact of biomedical research – and clinical trials in particular – on the quality of healthcare provision, as well as on countries' economic and social development.

In this context, the **key messages** have proven appropriate and essential, emphasising the importance of ethical requirements for scientific development and technological innovation, while contributing to qualification processes and building societal trust. CT-Luso should be recognised as a transformative project delivering tangible benefits to the community. A range of communication actions will be undertaken to ensure that the objectives and added value of project activities are clearly conveyed and impactful, also considering the cultural diversity of each partner country.

The outcomes of the exploitation and dissemination plan, including communication activities, will be assessed based on audience reach (social media views and interactions; visits to the CT-Luso website; number of newsletter distributions), feedback from event participants and media coverage in scientific and general media outlets with presence in the Portuguese-Speaking African Countries (PSAC).

## **2. Communication strategy**

The communication strategy developed for CT-Luso prioritises the effective dissemination of project results and milestones, ensuring their accessibility to diverse audiences across the PSACs, while enhancing the project's visibility and impact. The aim is to promote understanding, participation and stakeholder engagement through clear and innovative messaging.

The strategy has been progressively refined based on project implementation experience, strengthening approaches that have demonstrated greater effectiveness. Notably, emphasis has been placed on audiovisual production, including the

WP8 - Communication, Dissemination, Exploitation of results and building a knowledge community  
Deliverable 8.7 – Updated PEDC

development of a series of [15 videos](#) focused on Lusophone partners, organised by country and featuring representatives of key regulatory, research and health institutions, as well as members of research ethics committees. These contents have facilitated the mobilisation of national stakeholders and proved particularly effective in supporting project dynamism, especially across social media platforms.

The strategy also reinforces direct and personalised engagement with country-level stakeholders, recognised as a determining factor for institutional involvement and for the circulation of project results. Webinars have likewise emerged as a central dissemination tool, enabling outreach to national audiences with high levels of participation and engagement.

The main objectives of the communication strategy include:

- ensuring that project results reach partners and the general public;
- highlighting the societal relevance and impact of project objectives through broad dissemination;
- facilitating collaboration and debate around key project areas;
- strengthening the national uptake of project results.

### 3. Target audiences

The project addresses strategic audiences capable of driving legislative transformation and promoting ethical practices in science, research and health, including:

- **scientific community** – researchers, academics, students and professionals from research centres, representing the primary target audience;
- **policymakers and regulators** – actors responsible for policy and legislative development, with the aim of supporting legislative transformation and roadmap implementation;
- **experts and research ethics committees** – stakeholders involved in ensuring compliance with and promotion of ethical practices;
- **public and civil society** – citizens interested in science, research and health domains, as well as non-governmental organisations (NGOs) and media outlets.

#### 4. Key messages

Communication messages are designed to resonate across audiences from different countries and cultural contexts with the aim of:

- emphasising the importance of strengthening ethical and legal frameworks;
- demonstrating benefits for health and society as a whole;
- facilitating stakeholder engagement to ensure active participation;
- highlighting Lusophone cooperation in the field of research and clinical trials.

#### 5. Activities and tools

In order to broaden its reach, the project undertakes a range of activities that disseminate knowledge and engage society through dynamic and diversified communication. Key initiatives include:

##### 5.1. Digital presence

- **Project website** - serves as the central information platform, providing updates, tools and downloadable resources. The website was launched at the beginning of the project and is described in Deliverable 8.3.
- **Social media** - the project maintains a LinkedIn page, launched in October 2024, used as a channel for disseminating key content and activities such as news, webinars, videos and other CT-Luso initiatives. This digital presence has enabled broader outreach to specialised and institutional audiences, complementing dissemination through the mailing list and direct engagement with country focal points. The page currently has 522 followers, of which 422 were gained within the last 365 days, with a high level of engagement reflected in reactions to posts, some exceeding 40 likes. The LinkedIn page is described in Deliverable 8.4.

##### 5.2. Media

- **Press releases** - issued to mark significant milestones capable of securing media coverage and increasing project visibility, including country-specific

WP8 - Communication, Dissemination, Exploitation of results and building a knowledge community  
Deliverable 8.7 – Updated PEDC

dissemination strategies to communicate findings related to legislative harmonisation processes.

- **Media outreach** – engagement with journalists across Lusophone countries to support the publication of feature articles, interviews and opinion pieces related to the project.

### 5.3. Stakeholder engagement

- **Workshops** – workshops consist of working sessions primarily targeting institutional partners, Policymakers, National Regulatory Authorities, members of Research Ethics Committees and Researchers. Beyond presentation moments, they constitute structured spaces for strategic discussion, institutional alignment and the definition of concrete commitments aimed at harmonising practices, strengthening national capacities and consolidating cooperation networks across Lusophone countries.

Within the scope of Work Package 3, the International Lusophone Workshop: “Building Lusophone regulatory and procedural harmonisation for Clinical Trials” took place on 24 September 2025 at the Portuguese Pharmaceutical Society (Ordem dos Farmacêuticos), Lisbon. The event brought together 15 experts from PSAC, including legal experts, leaders of National Regulatory Authorities and members of Research Ethics Committees, fostering joint reflection on pathways towards legislative and procedural convergence in clinical trials. The programme included comparative analysis of national frameworks and group work sessions to define strategic lines of action, whose conclusions were subsequently presented at the International Lusophone Symposium.

In this context, 15 partner videos and one event “best-of” video were recorded to disseminate key results and messages. A second workshop under Work Package 3 is scheduled for March 2026, maintaining the collaborative and results-oriented approach.

Upon project completion, five additional workshops – one in each partner country – will be organised under Work Package 8 to present and discuss project results at national level, involving authorities, policymakers and other stakeholders.

The project will culminate in a final conference in Portugal, delivered in hybrid format and organised in coordination with the Community of Portuguese

WP8 - Communication, Dissemination, Exploitation of results and building a knowledge community  
Deliverable 8.7 – Updated PEDC

Language Countries (CPLP), aimed at presenting overall project results and promoting their policy and institutional uptake among key stakeholders.

- **Webinars** – webinars consist of online sessions promoting debate and knowledge exchange among policymakers, researchers, healthcare professionals and other stakeholders. Beyond technical and strategic reflection moments, these sessions function as capacity-building and broad knowledge dissemination tools, promoted through the project mailing list, website news items, social media and direct sharing among institutional interlocutors.

These initiatives contribute concretely to strengthening health and clinical research literacy in partner African countries, broadening access to complex and strategic topics (such as regulation, ethics and equity in access to innovation) and fostering a more informed base of decision-makers, technical staff and professionals.

In 2026, two webinars have already taken place: *Clinical and Non-Clinical Research* (January) and *Regulatory Affairs* (February). Between March and June, monthly webinars are planned covering *Public Health and Epidemiology*, *Clinical Research in Vulnerable Populations*, *Regulatory Affairs and Clinical Trials* and *Equity in Access to Health Innovation*.

- **Collaboration with scientific institutions** – establishment of partnerships with other scientific institutions to reinforce CT-Luso international visibility.

#### 5.4. Contents

- **Monthly newsletters** – summarising monthly activities and project results and distributed through a mailing list exceeding 800 contacts. To date, 17 CT-Luso newsletters have been published, with the first edition marking the official project launch in September 2024. Newsletter preparation and distribution correspond to Deliverable 8.5.
- **Website news items** – regular updates on initiatives, events and training activities, with 71 news items published to date.
- **Audiovisual content** – progressive development and publication of audiovisual materials centred on Lusophone partners, organised by country, hosted on YouTube and disseminated via social media. These formats highlight

WP8 - Communication, Dissemination, Exploitation of results and building a knowledge community  
Deliverable 8.7 – Updated PEDC

institutional voices from partner countries, strengthen audience identification with the project and expand outreach to non-specialised audiences.

- **Country-adapted content** – production of visual materials and customised content tailored to national contexts and specific audiences.

#### 5.5. Scientific dissemination and publications

- **Academic articles** – peer-reviewed publications ensuring credibility within the scientific community. Scientific outputs will be developed throughout the project to share results, including those foreseen under Work Package 3 (three process-oriented publications and one final publication presenting overall conclusions in law and/or public health journals).

To date:

- the scientific article “*CT-Luso: towards ethical and regulatory harmonisation of clinical trials in Portuguese-speaking African countries*” has been published in *Cadernos Ibero-Americanos de Direito Sanitário (CIADS)*, strengthening the project’s international visibility;
- the article “*Clinical trials in Lusophone Africa – results from a capacity building training initiative*” has been submitted to *BMC Medical Education* and is currently under peer review;
- the article “*Strengthening Ethical and Regulatory Frameworks for Clinical Trials in Lusophone Africa: Insights from the CT-Luso Project*” has been submitted to *Medicine and Law* and is currently under peer review.
- **Scientific presentations and posters** – the project has been presented at international scientific forums, contributing to global debate on ethical and regulatory capacity-building in clinical research:
  - poster “*CT-Luso – Ethics and Regulatory Capacity Building Partnership for Clinical Trials in Portuguese-speaking African Countries*”, presented at the 5<sup>th</sup> European Conference on Pharmaceutics (24–25 March 2025, Porto Congress Centre);
  - poster “*CT-Luso – Ethics and Regulatory Capacity Building Partnership for Clinical Trials in Portuguese-speaking African Countries*”, presented at the 83<sup>rd</sup> World Congress of the International Pharmaceutical Federation (FIP) (31 August–3 September 2025, Copenhagen);

WP8 - Communication, Dissemination, Exploitation of results and building a knowledge community  
Deliverable 8.7 – Updated PEDC

- oral presentation by project coordinator Helder Mota Filipe at the 82<sup>nd</sup> FIP World Congress (1-4 September 2024, Cape Town, South Africa).

These presentations reinforce international visibility and position CT-Luso as a reference initiative in ethical and regulatory capacity-building for clinical trials in African contexts.

- **Good practice sharing** – within the context of CAPACITY 2023, a project focused on clinical trials in East Africa, Helder Mota Filipe presented CT-Luso and its predecessor BERC-Luso on 4 July, sharing experience in coordinating capacity-building initiatives in PSAC. CAPACITY 2023 partners from Tanzania and Uganda organised in-person training placements in Lisbon and Coimbra for five professionals to enhance understanding of clinical trial and pharmacovigilance regulatory frameworks at national and European levels.

## 6. Monitoring and evaluation

The effectiveness of communication actions has been assessed through metrics such as website visits, social media engagement levels and feedback from participants in workshops, webinars and other events. Over the past year, social media publications generated 36,965 impressions and 1,189 interactions, reflecting audience reach and engagement with project content. Qualitative feedback has been highly positive, with interlocutors from all Lusophone countries recognising the usefulness and relevance of the content and the project's contribution to strengthening professional learning and competencies.

Results of exploitation, dissemination and communication activities will be reported to funding bodies through deliverables foreseen under Work Package 8 and through progress reports, including those already submitted (August 2025) and upcoming reports scheduled for December 2026 and December 2027.

## 7. Resources

The project has human and financial resources to support exploitation, dissemination and communication activities.

WP8 - Communication, Dissemination, Exploitation of results and building a knowledge community  
Deliverable 8.7 – Updated PEDC

The project communication officer, Ana Sofia Calaça, is primarily responsible for planning and implementing activities, in coordination with the project coordination and management team.

The project also contracts services required for activity delivery, including Ed-Rom (website and e-learning platform provider) and Afatelier – Design de Comunicação Lda. (graphic design services).

## **8. Impact projection**

The ultimate objective of the communication strategy is to consolidate a sustainable community of practice across partner countries, ensuring continued dissemination of results and engagement with civil society. The plan remains dynamic and will be adjusted whenever necessary to promote the widest possible dissemination of project activities and outcomes. To ensure lasting impact, communication tools and materials will remain available online, and collaborations with media and partners will continue beyond the project timeline.