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# 2<sup>ND</sup> VERSION OF DISSEMINATION AND COMMUNICATION PLAN

WP7, TASK 7.1 & 7.2

**DELIVERABLE VERSION:**

D7.5, V1.0

**DISSEMINATION LEVEL:**

PU<sup>1</sup>

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<b>DoA</b>	This deliverable will give an update on the ENDOTARGET's dissemination and communication strategy, including implemented and planned activities.

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Methods and strategies described in this deliverable D7.4 are available templates and best practices from Steinbeis2i GmbH and therefore they are replicable by their nature. Thus, the drafting of this deliverable has been inspired by similar deliverables of the projects LEVIS (101006888), Resilience (101058598), and Invest4Nature (101061083). Please note that Steinbeis2i GmbH is the author of the aforementioned deliverables.



## EXECUTIVE SUMMARY

The dissemination and communication (DC) activities of ENDOTARGET aim to ensure and enhance the project's impact by defining activities and measures to be carried out during the project. The communication activities inform about the project and the results, and the dissemination activities describe and make results available for use.

This report aims to summarise how far the planned activities have been successfully implemented till M24, as well as to describe which target audiences have been reached and what the outcomes of the implemented activities were. Further, this deliverable gives an update on the planned DC activities for the following 24 months. In general, the DC activities followed the plan set out in deliverable D7.1, "1<sup>st</sup> version of dissemination and communication plan", which was submitted in M6.

# TABLE OF CONTENT

## Contents

- Document History ..... 2
- Executive Summary ..... 5
- Table of content..... 6
- List of Tables ..... 8
- List of Figures ..... 8
- List of Abbreviations..... 9
- 1. Introduction.....12
  - 1.1. Purpose of the deliverable .....12
- 2. Objectives and expected impact .....13
  - 2.1 Dissemination.....13
  - 2.2 Communication..... 14
- 3. Dissemination activities (Task 7.1)..... 15
  - 3.1 Scientific Publications ..... 15
  - 3.2 Press Releases ..... 16
  - 3.3 Participation in academic conferences ..... 16
  - 3.4 Participation in fairs and external workshops..... 19
  - 3.5 Hosting of roundtables and workshops..... 19
  - 3.6 Exchange with policy makers and public bodies .....21
  - 3.7 Collaboration with other projects.....21
  - 3.8 Final conference ..... 25
  - 3.9 Update Dissemination Strategy ..... 25
- 4. Communication Activities (Task 2.2) ..... 26
  - 4.1 Visual Identity and Branding ..... 26
  - 4.2 Templates .....27

- 4.3 Infographic .....27
- 4.4 Flyer .....27
- 4.5 Public Poster .....28
- 4.6 Explanatory video .....28
- 4.7 ENDOTARGET Website.....28
- 4.8 Blog and short Articles .....29
- 4.9 Social Media .....29
- 4.10 Webinars.....31
- 4.11 Awareness raising campaign .....33
- 4.12 Update Communication Strategy ..... 35
- 5. Conclusion ..... 35

## LIST OF TABLES

Table 1. Contributions of partners for the development of D7.5.....	12
Table 2. Overview of dissemination KPIs achieved in M01-M24. ....	15
Table 3. List of scientific conferences at which the ENDOTARGET partners represented the project. ....	16
Table 4. Collaboration partners of ENDOTARGET .....	21
Table 5. Overview of communication KPIs achieved in M01-M24.....	26
Table 6. Implemented and planned ENDOTARGET webinars. ....	31

## LIST OF FIGURES

Figure 1. Martin Frauenlob (TU Wien) giving an oral presentation at the Biennial Meeting ViCEM 2023 and introducing the ENDOTARGET project.....	19
Figure 2. Konstanze Brandauer (TU Wien) presenting her ENDOTARGET poster at the MPS World Summit 2024. ....	19
Figure 3. Poster of Katariina Nurmi (HUS) for the 7th European Congress of Immunology.....	19
Figure 4. Insights into the workshop by the Articular Cartilage Engineering Training School.....	19
Figure 5. ENDOTARGET contribution to GlycanTrigger's 2nd newsletter. ....	23
Figure 6. ENDOTARGET partners Gonçalo Barreto (HUS) and Patrícia Costa Reis (iMM) were interviewed for the 2 <sup>nd</sup> episode of the GlycanTrigger podcast.....	23
Figure 7. ENDOTARGET (Patrícia Costa Reis, right) meets SQUEEZE at the EULAR conference 2024. ....	25
Figure 8. Blog article about ENDOTARGET hybrid CM in Stuttgart and recent progress.....	29
Figure 9. Post to introduce ENDOTARGET coordinator HUS. ....	30
Figure 10. Post to explain Rheumatoid Arthritis.....	30
Figure 11. Post to explain the differences between Microorganisms, Microbiota and Microbiome. ....	30

Figure 12. ENDOTARGET YouTube Channel. ....31

Figure 13. Reetta Satokari (UH) giving her talk about the pilot-scale FMT trial on ankylosing spondylitis in the first ENDOTARGET webinar.....32

Figure 14. Non-scientific article about ENDOTARGET in StileTV, a national Italian online newspaper (1127 views, 30.10.2024). ....33

Figure 15. Contribution to evening news. ....33

## LIST OF ABBREVIATIONS

ACRONYM	DESCRIPTION
AI	Artificial intelligence
CE(S)T	Central European (Summer) Time
CM	Consortium Meeting
D	Deliverable
DC	Dissemination and Communication
DHU	Digital Health Uptake
DOI	Digital Object Finder
EBRIS	Fondazione Ebris (European Biomedical Research Institute of Salerno)
EC	European Commission
ENCA	European Network of Children with Arthritis
ETHZ	Eidgenössische Technische Hochschule Zürich (Swiss Federal Institute of Technology in Zürich)
EULAR	European Alliance for Associations for Rheumatology
FIDIS	Fundación Instituto de Investigación Sanitaria de Santiago de Compostela (Health Research Institute of Santiago de Compostela)

FMT	Fecal Microbiota Transplant
h	hour
HUS	Helsinki University Hospital
IA	If applicable
iMM	Instituto de Medicina Molecular Joao Lobo Antunes (Institute of Molecular Medicine)
KPI	Key Performance Indicator
M	Month
MICMUC	Microbiota and Mucosal Barrier Research in Rheumatic and Musculoskeletal Diseases
MS	Microsoft
NEC	NEC Laboratories Europe GmbH
NetwOArk	The European Network on OsteoArthritis
OA	Open access
OARSI	Osteoarthritis Research Society International
RD	Rheumatic disease
R&I	Research and Innovation
SERGAS	Servizio Galego de Saúde (Galician Health Service)
SEZ	Steinbeis 2i GmbH
SIB	SIB Swiss Institute of Bioinformatics
TRIMM	TRanslational IMMunology Program
TU Wien	Technische Universität Wien (Vienne University of Technology)
TV	Television
UH	Helsingin Yliopisto (University of Helsinki)
UNICAM	Universita degli studi della Campania Luigi Vanvitelli (University of Campania Luigi Vanvitelli)

UTARTU	Tartu Ülikool (University of Tartu)
WP	Work Package
Y	Year

# 1. INTRODUCTION

## 1.1. PURPOSE OF THE DELIVERABLE

This document is the M24 update of the preliminary DC plan submitted in M6, and its purpose is to report on the DC activities that have been carried out by the project partners by December 2024. Further, it gives an update on the planned DC activities for the second half of the project.

## 1.2. CONTRIBUTIONS OF PARTNERS

SEZ, as leader of WP7, has been responsible for the general development of this deliverable. Concerning the described activities, all ENDOTARGET partners have been actively involved in the organisation and successful implementation of all DC activities. As the coordinator, HUS has been especially involved in these activities.

Since March 2023, DC representatives of all ENDOTARGET partners (DC Team) meet every first Monday of each month from 10:00-11:30 CE(S)T to align and plan the DC activities. SEZ prepares and moderates these meetings with the input of the other team members. Agendas, minutes, and presentations of each meeting are distributed among the consortium via email and the ENDOTARGET MS Teams working platform.

The following Table 1 depicts the main contributions from the project partner in developing this deliverable.

Table 1. Contributions of partners for the development of D7.5.

Partner	Contributions
SEZ	<ul style="list-style-type: none"> <li>Overall DC strategy and coordination of DC activities</li> <li>Overall deliverable writing and consolidation as leader of DC activities</li> </ul>
HUS	<ul style="list-style-type: none"> <li>Review and submission of deliverable</li> </ul>
All partners	<ul style="list-style-type: none"> <li>Input for the implementation of the DC strategy (e.g., input for ENDOTARGET project website, writing of publications, presentations at events)</li> <li>Participation in monthly WP7 meetings</li> </ul>

## 2. OBJECTIVES AND EXPECTED IMPACT

### 2.1 DISSEMINATION

Dissemination is understood as spreading information about technical and scientific project results for others to use throughout the project's lifecycle and beyond. Such specific information is disseminated as soon as it becomes available in a publishable format. Waiting for publication-ready scientific results ensures that only correct and well-researched information is shared. The target audiences of dissemination measures are scientific, technical, and professional audiences, as well as policy makers at regional, national, and European levels. Rather than just being informed, the dissemination target audience can further process the information, such as by taking up the results into their own work or by further developing them. Also, this audience is invited to engage with the project, for instance, by participating in professional discussions or by providing feedback to publications. To facilitate further development, replication, exploitation and market uptake of the ENDOTARGET results, the ENDOTARGET dissemination activities pursue the following main objectives:

- Encourage collaboration of all relevant stakeholders by establishing a two-way channel to gather and provide feedback from/to the target group
- Ensure results are made available for and are picked up by the suitable target group
- Encourage exploitation of project results
- Facilitate additional research and further developments
- Supporting the continuation of the ENDOTARGET result implementation after the end of the project by creating a strong base for future partnerships, collaboration, and information exchange between relevant stakeholders working in the field of rheumatic diseases (RDs)

Dissemination measures are considered successful if the scientific outcomes of the project are taken up and further developed, thus directly contributing to reaching the expected impact of the project and supporting the successful exploitation and market deployment of the project results.

## 2.2 COMMUNICATION

Communication is understood as spreading general information about the project and its results, such as current or planned project activities, with a focus on the project as a whole and its overall relevance for society.

Information should be communicated at an early stage, that is, as soon as it becomes available. Addressing all target groups via communication measures early on ensures that the latest developments are swiftly shared with interested stakeholders.

The target audience of communication activities is very broad. The biggest group is the general public, who are either directly affected by the project's measures or interested in the topic of RDs. Communication activities can also reach more scientific audience types that are more specifically targeted via dissemination activities in a second step, such as researchers, clinicians, policy makers, academia, etc. A particular focus also lies on the media and stakeholders – especially at a local level. Driving transformation requires the capability to provide clear and compelling information about the project to be convincing.

Therefore, the language level of communication measures is general, with very few to no specific technical or scientific terms so that it can be understood by all audience types. To make the ENDOTARGET project and its results known, the ENDOTARGET communication activities pursue the following main objectives and expected impacts:

- To promote ENDOTARGET and inform about its objectives, progress, first outcomes and final results
- To explain the societal challenge that ENDOTARGET tackles to justify the expenditure of public funds
- To explain and inform about the activities of ENDOTARGET
- To give visibility to ENDOTARGET, its related projects and the EU as initiator and supporter
- To contribute to cross-project communication and potential in cooperation with other projects
- To encourage stakeholders to get involved with the project

Communication measures are considered successful if a significant number of people become aware of the challenges being addressed by ENDOTARGET and the corresponding developed solutions. Moreover, the communication measures aim to encourage people who may have had limited or no involvement with RDs previously

to actively engage with the project (e.g., through webinars, social media, clinical trials).

### 3. DISSEMINATION ACTIVITIES (TASK 7.1)

This chapter provides a detailed overview of all activities performed within task 7.1 dissemination, including the current status of KPIs (Table 2).

Table 2. Overview of dissemination KPIs achieved in M01-M24.

Dissemination Activity	KPI planned	KPI achieved
Peer-reviewed, OA publications	15+	4
Press Releases	8	4
Participation in academic conferences	15+	21
Participation in fairs and external workshops	5+	2
Hosting of roundtables and workshop	10+	7
Exchange with policy makers and public bodies	3+	0
Collaboration with other projects	10+	20
Final event with 100+ stakeholders	1 event	0

#### 3.1 SCIENTIFIC PUBLICATIONS

During the first 24 months of the project, the partners published 4 peer-reviewed scientific publications in OA journals to make the research results accessible for the scientific and clinical stakeholders:

1. E. Franco-Trepat, et al. 2023. Antioxidants.  $\beta$  boswellic acid blocks articular innate immune responses: an in silico and in vitro approach to traditional medicine. [doi: 10.3390/antiox12020371](https://doi.org/10.3390/antiox12020371)
2. M. Guillán-Fresco, et al. 2023. Nutrients. Formononetin, a Beer Polyphenol with Catabolic Effects on Chondrocytes. [doi: 10.3390/nu15132959](https://doi.org/10.3390/nu15132959)
3. S. Charneca, et al. 2023. Nutrients. Beyond Seasoning—The Role of Herbs and Spices in Rheumatic Diseases. [doi: 10.3390/nu15122812](https://doi.org/10.3390/nu15122812)
4. A. Pazos-Pérez, et al. 2024. Antioxidants. The hepatokine RBP4 links metabolic diseases to articular inflammation. [doi: 10.3390/antiox13010124](https://doi.org/10.3390/antiox13010124)

Currently, two publications are under review and seven are submitted or planned. All published publications are available on the [ENDOTARGET website](#).

## 3.2 PRESS RELEASES

As planned, press releases were published twice a year: M1 (Start of ENDOTARGET), M12 (The first year of ENDOTARGET), M17 (The ENDOTARGET Project Advances Understanding of Rheumatic Diseases: Recent Progress and Milestones), and M23 (ENDOTARGET EU Project Nears Midway Point: Advancing Research on Rheumatic Diseases). Press releases are available in English, Finnish, German, Spanish, Italian, Portuguese, Estonian, and French and are accessible on the [ENDOTARGET website](#). Further, press releases were distributed by the partners via, e.g., social media or partner websites. This way, a variety of national and international stakeholders (e.g., scientists, R&I actors, clinical community, end users, industry) were informed about the project activities and results.

## 3.3 PARTICIPATION IN ACADEMIC CONFERENCES

Partners have been very active and participated in 21 academic conferences by oral and/or poster presentations during the first half of the project. These activities increased the visibility of the ENDOTARGET project and informed about the project's scientific work, as well as assured knowledge transfer to a specialised audience (scientific and clinical community, industry, end users) (Table 3).

Table 3. List of scientific conferences at which the ENDOTARGET partners represented the project.

Conference	Partner	Date	Location	Activity	Audience	Link (IA)
OARSI World Congress on Osteoarthritis	HUS, ETHZ	17.-20.03.23	Denver, USA	Poster Presentation "Intra-Articular Lipopolysaccharides Are Not Driving The Progression Of Osteoarthritis"	Research community, industry, clinicians >1.200 attendees	<a href="#">Abstract</a>
IGAS conference	UNICAM	30.03.-01.04.23	Naples, Italy	Oral presentation	Research community	
Cutting Edge Osteoarthritis Meeting 2024	ETHZ, HUS	03.-04.07.23		Poster Pitch "The Role of Microbiota and Bacterial Endotoxins in the Progression of Osteoarthritis"		<a href="#">Scientific program</a>

12th Probiotics, Prebiotics & New Foods	UH	16.- 19.09.23	Rome, Italy	Oral Presentation "Odoribacter splanchnicus interactions with the gut epithelium and formulation for potential therapeutic use"	Research community	<a href="#">Scientific program</a>
XLIX SER National Congress	SERGAS/ FIDIS	05.10.23	Sevilla, Spain	Oral Presentation "RBP4 hepatokine: link between metabolic diseases and articular inflammation"	Research community, clinicians, healthcare workers	
World of Microbiome Conference	UH	26- 28.10.23	Sofia, Bulgaria	Oral Presentation "Microbial and mucosal gene expression finding from the first randomized clinical trial on fecal microbiota transplanted for chronic pouchitis"	Research community	<a href="#">Scientific program</a>
Biennial Meeting ViCEM (Figure 1)	TUW	12.- 13.12.23	Vienna, Austria	Oral Presentation "The origin of surface charge for tough biomedical hydrogels"	Research Community	<a href="#">Scientific program</a>
Biointegra Saúde Congress	SERGAS/ FIDIS	14.12.23	A Coruña, Spain	Poster Presentation "Potencial reposicionamiento de la colchicina para el tratamiento de la osteoporosis"	Research community	
X Congresso Nazionale GIRRCs 2024	UNICAM	22.- 24.01.24	Rome, Italy	Oral Presentation	Research Community (>100 attendees)	
Apnep Conference	iMM	15.04.24	Porto, Portugal	Presentation of the TASTY trial	Research Community, dietitians and nutrition students (~50 attendees)	
III edition Gut-Bone Axis Meeting 2024	UNICAM	17.- 18.04.24	Naples, Italy	Oral Presentation "Uterine-joint axis in SpA pathogenesis"	Research Community (>70 attendees)	<a href="#">Scientific program</a>
OARSI World Congress on Osteoarthritis	ETHZ, HUS	18.- 21.04.24	Vienna, Austria	Poster Presentation "Neutralization of Lipopolysaccharides by synovial fluid: unmasking of a novel protective anti-inflammatory mechanism"	Research community, industry, clinicians >1.000 attendees	<a href="#">Abstract</a>
OARSI World Congress on Osteoarthritis	ETHZ, HUS	18.- 21.04.24	Vienna, Austria	Oral presentation "no observable differences in the gut microbiome of osteoarthritis patients"	Research community, industry, clinicians	<a href="#">Abstract</a>

						>1.000 attendees
Techforum Millstatt	TUW	03.-07.06.24	Vienna, Austria	Poster Presentation	Research community (>100 attendees)	<a href="#">Scientific program</a>
MPS World Summit (Figure 2)	TUW	10.-14.06.24	Seattle, USA	Poster Presentation "advancing in situ monitoring to validate intestinal barrier integrity"	Research community (>300 attendees)	<a href="#">Scientific program</a>
European Congress of Rheumatology 2024	UNICAM	12.-15.06.24	Vienna, Austria	Oral Presentation „Is this microbiome?“	Research community (>500 attendees)	<a href="#">Scientific program</a>
10th International Human Microbiome Consortium Congress	UH	22.-25.06.24	Rome, Italy	Oral Presentation "Purposeful suppression of GI microbiota by oral antibiotics"	Research community	<a href="#">Scientific program</a>
7th European Congress of Immunology (Figure 3)	HUS	01.-04.09.24	Dublin, Ireland	Poster Presentation "Noncanonical inflammasome in Endothelial cells Results in Macrophage Adhesion and Activation via Extracellular Vesicle secretion"	Research community, Industry, Clinicians (>2.100 attendees)	<a href="#">Scientific program</a>
26th Portuguese Congress of Rheumatology	iMM	23.-26.10.24	Albufeira, Portugal	Poster Presentation "The protocol of the TASTY trial: the triad of nutrition, intestinal microbiota and rheumatoid arthritis - an exploratory pilot study "	Research community, Industry, Clinicians	
46th Congress of the European Society for Clinical Nutrition and Metabolism	iMM	07.-10.10.24	Milan, Italy	Poster Presentation "Dry lean mass and fecal calprotectin in rheumatoid arthritis, preliminary results showing association with disease activity and functional status"	Research community	<a href="#">Scientific program</a>
46th Congress of the European Society for Clinical Nutrition and Metabolism	iMM	07.-10.10.24	Milan, Italy	Poster Presentation "Interim analysis of the TASTY trial: a Mediterranean diet style pattern improves joint ultrasound score and inflammation in rheumatoid arthritis"		<a href="#">Scientific program</a>



Figure 2. Martin Frauenlob (TU Wien) giving an oral presentation at the Biennial Meeting VICEM 2023 and introducing the ENDOTARGET project.

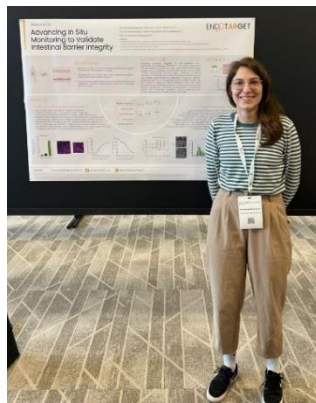


Figure 1. Konstanze Brandauer (TU Wien) presenting her ENDOTARGET poster at the MPS World Summit 2024.

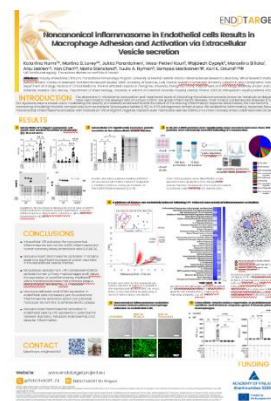


Figure 3. Poster of Katriina Nurmi (HUS) for the 7th European Congress of Immunology.

### 3.4 PARTICIPATION IN FAIRS AND EXTERNAL WORKSHOPS



Figure 4. Insights into the workshop by the Articular Cartilage Engineering Training School.

Gonçalo Barreto (HUS) participated in two external workshops during the first 18 months of the project. The first workshop, on 18.03.2023, was the OARSI-Early Career Investigators workshop, which included workshops and roundtables about osteoarthritis (e.g., biomarker research) to exchange knowledge and scientific progress. The second workshop,

on 01.-03.12.2023, was hosted by the Articular Cartilage Engineering Training School and was an integral activity of the EU-COST-Action NetwOArk (the European Network of OsteoArthritis, CA21110) (Figure 4). This way, HUS had the chance to share cutting-edge research and knowledge with patients and clinicians in the field of osteoarthritis.

### 3.5 HOSTING OF ROUNDTABLES AND WORKSHOPS

As reported in the first periodic reporting, the ENDOTARGET project partners hosted five roundtables and workshops in the first half of the project:

1. HUS hosted a roundtable at the TRIMM (TRanslational IMMunology Program) meeting at the University of Helsinki and presented the ENDOTARGET project to 13

active research groups and 8 clinical research teams (~60 attendees). This way, HUS spread knowledge about ENDOTARGET and their scientific work, received feedback, and discussed the scientific approaches in ENDOTARGET.

2. The ENDOTARGET consortium invited the EU-funded project GlycanTrigger and the EULAR research group MICMUC (Microbiota and Mucosal Barrier Research in Rheumatic and Musculoskeletal Diseases) to a roundtable organised during the 2<sup>nd</sup> ENDOTARGET consortium meeting in Santiago de Compostela on the 27<sup>th</sup> of October 2023. After an introduction of each project/study group, the participants exchanged ideas & knowledge and discussed future joint scientific and DC related activities.
3. +4. Ana Alonso Pérez (SERGAS/FIDIS) hosted two independent workshops at the University of Santiago de Compostela for the research community, clinicians, and healthcare workers on the 14<sup>th</sup> and 22<sup>nd</sup> of November 2023. The audience learned about the ENDOTARGET project and received interesting insights into the scientific work.
5. At the TechForum Millstatt, which was co-organised by the ENDOTARGET partner TU Wien, a hybrid hands-on training was held with university students and industrial employees. Martin Frauenlob represented the ENDOTARGET project with the topic "Into the third-dimension – rapid prototyping for healthy longevity engineering" and discussed his research approach with the audience after a short presentation, followed by a webinar on biomedical microsystems for precision medicine and safety assessment. This way participants learned about the project and how microsystems can be applied to support clinical research. The approach that the audience was from both academia and industry led to positive feedback from the audience and gave more insight on how devices should be fabricated to access the medical field.
6. The Nordic Microbiota Meeting 2024 was co-organised by the ENDOTARGET partner UH (Reetta Satokari). During the meeting, Reetta Satokari discussed FMT research in general and the role of FMT in rheumatic diseases in the common meeting and the specific AS-FMT trial conducted in ENDOTARGET with individual scientific experts. Especially in Session 5 "Biomarker Research", she engaged and discussed with the scientific community as host of the session. This way, the audience learned about the research approach of linking gut permeability and inflammatory status, which is used in the ENDOTARGET project and links with other on-going research.

7. Patrícia Costa Reis, Catarina Cândido and Inês Correia (iMM) hosted the workshop “TASTY at the table - Healthy & Mediterranean culinary workshop” at the 30<sup>th</sup> of November 2024 at the University of Lisboa. Here, 15 patients learned about the TASTY study and received culinary education and empowerment.

### 3.6 EXCHANGE WITH POLICY MAKERS AND PUBLIC BODIES

An exchange with policy makers and public bodies was planned more towards the end of the project when key exploitable results and exploitation paths are identified. Thus, there was no meeting organised during the first half of the project. However, the consortium will focus more on this activity in the second half of the project. Identification of suitable collaboration partners will be facilitated by the developed stakeholder map (D7.3, M24).

### 3.7 COLLABORATION WITH OTHER PROJECTS

From the beginning of the project, ENDOTARGET partners were very active in connecting to other projects and RD-related initiatives/organisations. In total, the consortium conducted 20 activities with 17 partners (Table 4).

Table 4. Collaboration partners of ENDOTARGET

Acronym	Title	Type
<a href="#">BrainTwin</a>	Development of a World-Level Neuroengineering Research Centre by European Twinning	H2020 project (952378)
<a href="#">DHU</a>	Digital Health Uptake	Digital Europe Programme (101083929)
<a href="#">ENCA</a>	European Network for Children with Arthritis	Network representing patients, parents and patient organisations
<a href="#">EULAR</a>	European Alliance for Associations for Rheumatology	non-profit organisation representing people with rheumatic and musculoskeletal diseases, health professionals, rheumatologists, researchers and scientific societies in the field of rheumatology
<a href="#">EULAR</a> <a href="#">MICMUC</a>	Microbiota and Mucosal Barrier Research in Rheumatic and Musculoskeletal Diseases EULAR study group	EULAR study group

<a href="#">GlycanTrigger</a>	Glycans as master triggers of health to intestinal inflammation transition	HE sister project (101093997)
<a href="#">Halt-Ronin</a>	Discovering chronic inflammation biomarkers that define key stages in the Healthy-to-NASH transition to inform early prevention and treatment strategies	HE sister project (101095679)
<a href="#">IMMEDIATE</a>	Imminent Disease Prediction and Prevention at the Environment Host Interface	HE sister project (101095540)
<a href="#">INITIALISE</a>	Inflammation in human early life: targeting impacts on life-course health	HE sister project (101094099)
<a href="#">iPROLEPSIS</a>	Psoriatic arthritis inflammation explained through multi-source data analysis guiding a novel personalised digital care ecosystem	HE sister project (101095697)
<a href="#">Long COVID Project</a>	Decision support for prediction and management of LCS	HE project (101057553)
<a href="#">migut-Health</a>	Personalised blueprint intestinal health	HE sister project (101095470)
<a href="#">PROTO</a>	Advanced Personalized Therapies for Osteoarthritis – tackling inflammation to improve patient outcomes	HE sister project (101095635)
<a href="#">Shift-Hub</a>	Smart Health Innovation & Future Technologies Hub	HE project (101095720)
<a href="#">SpiderR</a>	Stratification of Patients using advanced Integrative modelling of Data Routinely acquired for diagnosing Rheumatic complaints	HE project (101080711)
<a href="#">SQUEEZE</a>	Maximising Impact of Prescription Drugs in Rheumatoid Arthritis	HE project (101095052)
<a href="#">STRATA-FIT</a>	Stratification of Rheumatoid Arthritis: Computational models to personalize management strategies for difficult-to-treat disease	HE project (101080243)

**BrainTwin** – SEZ presented the ENDOTARGET project at the BrainTwin “3rd bridging the gap” workshop (07.06.2023). The aim was to discuss with other EU projects (Long COVID Project, Shift-Hub, BrainTwin) different approaches for knowledge transfer among medical research, healthcare institutions, and industry.

**DHU** – SEZ engaged with DHU to discuss the usage of the DHU Radar platform for digital health solutions. The consortium will consider the DHU Radar once the Rheumatic Disease Prediction Tool is more developed. Meanwhile, collaboration between ENDOTARGET and DHU has been strengthened through mutual promotion on social media (X and LinkedIn) and the publication of a [blog article](#) about the DHU project on the ENDOTARGET website.

**ENCA** – HUS and SEZ had a 1st meeting with an ENCA representative on 30.11.2023 to introduce the project and discuss joint activities. After this fruitful meeting, it was

decided to organise a joint webinar. A follow-up meeting on 23<sup>rd</sup> of May 2024 with HUS, SEZ, IMM, and ENCA focused on the webinar details. The ENDOTARGET partners discussed intensively with the ENCA representatives what topics they are interested in and asked for recommendations for its practical implementation. This webinar was held on the 12<sup>th</sup> of December and contained very fruitful discussions with patients and patient organisations.

**EULAR** – SEZ contacted EULAR via eMail using the developed contacting template. Unfortunately, EULAR does not have the capacity to collaborate actively with the ENDOTARGET project, but they consent to disseminate any relevant news and events of the project among their network. Thus, ENDOTARGET collaborated with EULAR via social media and will use its network to promote project activities, such as the planned webinars.

**EULAR MICMUC** – During the 2<sup>nd</sup> ENDOTARGET CM in Santiago de Compostela, the consortium organised a virtual round table with EULAR MICMUC and GlycanTrigger. During 2 hours of discussions, the participants discussed recent scientific progress and research approaches, as well as future scientific and DC collaborations.

**GlycanTrigger** – From the start, ENDOTARGET established a strong collaboration with its sister project GlycanTrigger. In April 2023, HUS and IMM met with GlycanTrigger to identify synergies and plan joint scientific activities. Since then, several more virtual meetings have taken place between the scientists and between the DCE leaders of both projects. Regarding joint DC activities, both projects agreed on a [joint social media campaign](#) on LinkedIn and X, including the creation of social media templates to promote special days. A highlight was the campaign for the European Day 09.05.2024. SEZ and Glycantrigger invited all other sister projects to join the [campaign](#) and shared the template with 7 interested sister projects (GlycanTrigger, IMMEDIATE, iPROLEPSIS, Halt-ROININ, migut-Health, INITIALISE, PROTO). ENDOTARGET also contributed an article to the 2nd GlycanTrigger Newsletter (Figure 5), while GlycanTrigger contributed to the [ENDOTARGET blog](#).



Figure 5. ENDOTARGET contribution to GlycanTrigger's 2nd newsletter.



Figure 6. ENDOTARGET partners Gonçalo Barreto (HUS) and Patrícia Costa Reis (iMM) were interviewed for the 2<sup>nd</sup> episode of the GlycanTrigger podcast.

In addition, on 8<sup>th</sup> of October 2024, the [second episode](#) of the Glycentrigger Podcast was broadcasted, in which the ENDOTARGET partners Gonçalo Barreto (HUS) and Patrícia Costa Reis (iMM) were invited as interview partners. Together with the hosts from GlycanTrigger, they discussed the question “How Gut Permeability Impacts Inflammatory and Autoimmune Diseases?” and gave interesting insights into the research of the ENDOTARGET project (Figure 6).

**Halt-Ronin** – HUS and SEZ had a 1<sup>st</sup> meeting with the Halt-Ronin coordinator on the 27<sup>th</sup> of September 2023. Here, synergies were identified, and future joint scientific and DC activities were discussed. In general, both projects support each other on social media, and Halt-Ronin also joined the social media campaign for the Europe Day 2024. Further activities are planned, including, e.g., a blog contribution and invitations to webinars.

**IMMEDIATE** – HUS and SEZ met with the IMMEDIATE project coordinators on May 11, 2023, for the first time to discuss synergies and possible collaborations. Since then, both projects have been in regular dialogue. HUS also met with IMMEDIATE's WP3 leaders on May 16, 2023, for scientific collaboration discussions. Furthermore, SEZ and HUS presented the project and its progress at two IMMEDIATE consortium meetings (27.06.23 project kick-off; 24.11.2023). In addition, SEZ/HUS and IMMEDIATE exchanged information about the cohorts involved in the projects (cohort summary document). Furthermore, both projects support each other on social media, and IMMEDIATE has also participated in the social media campaign for the Europe Day 2024. IMMEDIATE also contributed to the ENDOTARGET blog with an [IMMEDIATE entry](#), which was published on March 03, 2024.

**INITIALISE, iPROLEPSIS, and Migut-Health** – SEZ is in contact with all three projects via social media, where they support each other. INITIALISE, iPROLEPSIS, and Migut-Health also joined the social media campaign for the Europe Day 2024. Further activities are planned, including, e.g., a blog contribution and invitations to webinars.

**Long COVID Project** – Although the Long COVID project is not a sister project and focuses on a different disease, ENDOTARGET established a collaboration due to synergies and overlapping topics. These include, e.g., microbiome research and the development of an AI-based prediction tool. At the moment, both projects promote each other's news on social media, and ENDOTARGET published a [blog article](#) about Long COVID on its website.

**Shift-Hub** – SEZ is in contact with the Shift-Hub project, and in general, they support each other on social media. Further activities are planned, including, e.g., a blog contribution and invitations to webinars.

**SpideRR**, **SQUEEZE**, and **STRATA-FIT** – ENDOTARGET was invited by SQUEEZE to join a meeting with SpideRR and STRATA-FIT with the aim to have a clustering of EU projects working in the field of rheumatoid arthritis. Here, synergies between the projects were identified, and further collaborative activities were discussed. Next to social media support, our project partner Patrícia Costa Reis (iMM) met the SQUEEZE consortium at the EULAR conference 2024 (Figure 7). They discussed the respective project aims and potential collaborations with regards to the clinical trials. Further activities are planned, including, e.g., a blog contribution and invitations to webinars.



Figure 7. ENDOTARGET (Patrícia Costa Reis, right) meets SQUEEZE at the EULAR conference 2024.

### 3.8 FINAL CONFERENCE

At the end of the project (between months 42 and 45), the consortium will organise a final conference to present the achievements of ENDOTARGET. The conference will allow for networking, interaction, and business creation between projects and a broad audience. SEZ will be in charge of organising the ENDOTARGET final conference, with the assistance of HUS as project coordinator. Concrete planning for this event will start in 2025.

### 3.9 UPDATE DISSEMINATION STRATEGY

In general, the activities implemented in the first half of the ENDOTARGET project align with the initial plans from D7.1 "1<sup>st</sup> version of Dissemination and Communication plan" and no major changes are planned for the further dissemination activities in the coming two years. As planned, we will intensify the exchanges and collaborations with stakeholders to guarantee a successful dissemination and exploitation of the project results.

The following dissemination activities are firmly planned but do not exclude the implementation of further activities.

- At least 11 more scientific peer-reviewed OA publications
- At least 4 more press releases in 8 different languages

- Further participation in academic conferences, presenting ENDOTARGET work and results
- Participation in at least 3 further external fairs or workshops
- Hosting of at least 3 further roundtables and workshops
- At least 3 exchanges with policy makers and public bodies
- Dedicated collaboration with other projects and initiatives
- Organisation of 1 final event

## 4. COMMUNICATION ACTIVITIES (TASK 2.2)

This chapter provides a detailed overview of all activities performed within task 7.2, communication, including the current status of KPIs (Table 5).

Table 5. Overview of communication KPIs achieved in M01-M24.

Communication Activity	KPI planned
Visual Identity (1 logo, 3 templates)	1 logo, 3 templates
Promotion Materials (1 infographic, 2 flyers, 1 poster)	1 infographic, 1 flyer, 1 poster, +2 project presentations
1 Explanatory Video	1 Explanatory Video
1 Project Website	1 Project Website
50 Blog and short articles	24 blog articles published
2+ social media channels, 1000+ followers, >500 posts	475 followers, 443 posts
5+ webinars, 60+ participants/webinar (total 1.500 views)	2
5+ awareness-raising campaign activities	23

### 4.1 VISUAL IDENTITY AND BRANDING

At the beginning of the project, SEZ contacted several design agencies for the development of a professional visual identity, including a logo and colour codes. SEZ was in direct contact with the design agency but had iterative discussions with HUS

and the other partners. A detailed report about ENDOTARGET's visual identity is given in D7.1.

## 4.2 TEMPLATES

Next to the visual identity, the professional design agency developed three templates for the project:

1. Scientific poster template (MS Power Point) for project-related internal and external presentations
2. Project presentation template (MS PowerPoint) to effectively display the project's identity during events and conferences
3. Reporting template (MS Word) to ensure a uniform layout of the deliverables

A detailed report about ENDOTARGET's templates is given in D7.1.

In addition, at the request of the partners, SEZ has developed two general project presentations:

1. Short presentation (2 pages) based on the infographic to tease the project
2. Long presentation (20 pages) with information about the funding, partners, background, expected outcomes, expected impact, scientific approach, and DC activities to explain the project in more detail

These presentations should support the partners to effectively present the ENDOTARGET project whenever it is needed.

## 4.3 INFOGRAPHIC

An infographic was developed to visualise and explain the project objectives, aims, and expected results to a wider audience. This infographic has been shared with the consortium and has already been used by the partners in different dissemination and communication activities. The infographic is available on the [ENDOTARGET website](#) and a detailed report is given in D7.1.

## 4.4 FLYER

A project flyer was designed at the beginning of the project, summarising the project conception with its objectives, approaches, expected outcomes, impact, consortium, and contact persons. A second flyer with the project results will be

developed towards the end of the project. The flyer is available on the [ENDOTARGET website](#) and a detailed report is given in D7.1.

## 4.5 PUBLIC POSTER

A public, non-scientific poster has been created at the beginning of the project as another tool to increase awareness of the project. The poster is available on the [ENDOTARGET website](#) and a detailed report is given in D7.1.

## 4.6 EXPLANATORY VIDEO

During the summer of 2023, SEZ contacted several film production agencies to develop an explanatory video for the ENDOTARGET project. The content of the video was discussed with the partners during WP7 meetings. After iterative discussions with the selected agency about video and animation style, the final video was published on [YouTube](#) and the [ENDOTARGET website](#).

## 4.7 ENDOTARGET WEBSITE

Since the 18<sup>th</sup> of April (M4) the ENDOTARGET website has been available under the domain [www.endotargetproject.eu](http://www.endotargetproject.eu). The website has been developed and will be maintained by SEZ with the contribution of all the ENDOTARGET partners.

The information available on the ENDOTARGET website is structured in seven main sections: Homepage, Project, News, Networking, Publications, Communication Material, and Contact. By now, the News section was fed with 24 blog articles, 40 news, and 17 event entries. In the networking section, all sister projects are listed, as well as other projects, organisations, and initiatives we have been in contact with. The publication section of the ENDOTARGET website was updated whenever a new peer-reviewed and OA scientific publication or deliverable was published or accepted. By now, there are four scientific publications and five deliverables (D6.1, D7.1, D7.2, D8.1, D8.2) available. In the communication section, all communication materials of the ENODTARGET project are accessible, including the flyer, the infographic, the general poster, the project video, webinar recordings and the press releases in different languages.

A detailed report on ENDOTARGET's website is given in D7.1 and D7.2.

## 4.8 BLOG AND SHORT ARTICLES

In the News section of the ENDOTARGET website, visitors can find short blog articles about different topics related to the project (Figure 8). By now, 24 blog articles were published, which can be clustered as follows:

1. News from the Project (9)
2. Project Partner Introduction (11)
3. Collaboration Partner Introduction (4)



Figure 8. Blog article about ENDOTARGET hybrid CM in Stuttgart and recent progress.

SEZ is responsible for the organisation and publication of the blog articles (~1 article per month), but input is needed and given from the partners. The content of blog articles is also regularly discussed in the WP7 meetings.

## 4.9 SOCIAL MEDIA

Social media is an important tool for the ENDOTARGET project to reach not only the scientific and expert community but also a broader audience, including patients and citizens. Thus, two accounts were created from SEZ: the first one on LinkedIn ([@ENDOTARGET EU Project](#)) to address more specific and professional target groups, and the second one on X ([@ENDOTARGET\\_EU](#)) to inform and engage with the general public. The accounts are continuously filled by SEZ with information and content from the project (e.g., partners’ description and role within the project, peer-reviewed scientific publications, newsletters & press releases, etc.) but also from external sources (e.g., relevant scientific publications, RD initiatives and projects, RD events), building more connections to people within the target groups and beyond. By the end of the second project year, the ENDOTARGET LinkedIn account had 334 and the X account 141 followers. Taken together, 475 posts were done in this time frame that can be categorised as follows: insights into the project (e.g., partners, news, events) (Figure 9), external content (e.g., research-related information, special days, events), and collaborative activities (e.g., news, events).

One highlight this year was the social media campaign on LinkedIn and Twitter to raise awareness and educate about RDs and the gut microbiome. This campaign

had 15 posts over five weeks with visuals and easy-to-grasp language, answering basic questions (Figure 10+11), such as:

- What are Rheumatic Diseases?
- What is Rheumatoid Arthritis/ Osteoarthritis/ Ankylosing Spondylitis?
- How does diet impact health?
- What is the difference between microorganisms, microbiota, and microbiome?
- What is intestinal dysbiosis?
- How to keep the gut microbiome healthy?

This way we also contributed to the education about prejudices towards people living with RDs and other gut microbiome related diseases.



Figure 9. Post to introduce ENDOTARGET coordinator HUS.

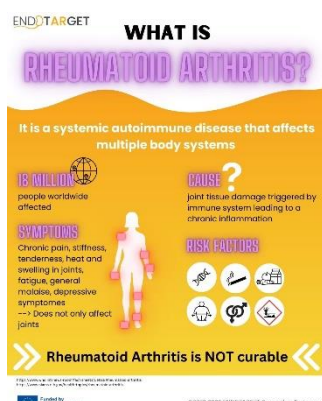


Figure 10. Post to explain Rheumatoid Arthritis.



Figure 11. Post to explain the differences between Microorganisms, Microbiota and Microbiome.

Additionally, SEZ has created a [YouTube channel](#) for the ENDOTARGET project and will use it to publish and disseminate ENDOTARGET videos (Figure 12). At the moment, visitors can find here the ENDOTARGET explanatory video, as well as two videos related to the TASTY study ([Cooking school](#), [TASTY study introduction](#)). Further, all recordings from the first two ENDOTARGET webinars are also available here.

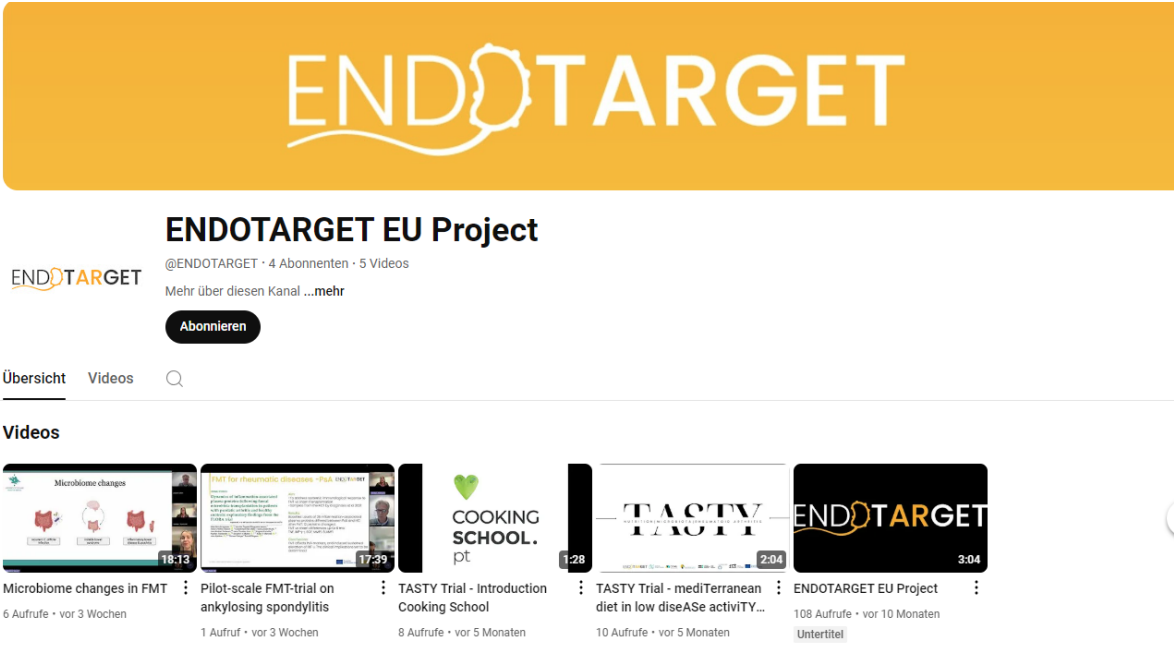


Figure 12. ENDOTARGET YouTube Channel.

### 4.10 WEBINARS

During the first half of the ENDOTARGET project, the consortium implemented two webinars as well as discussed further webinar topics (Table 6):

Table 6. Implemented and planned ENDOTARGET webinars.

Topic	When	Responsible scientific partner	Status
Fecal microbiota transplantation as a treatment for microbiota dysbiosis associated conditions	24.10.2024 3-5pm CEST	Reetta Satokari (UH)	implemented
Relationship between food, gut microbiome and rheumatic diseases (TASTY study)	12.12.2024 6-7.30pm CET	Patrícia Costa Reis (iMM)	implemented
AI in personalised medicine	End Y3/ Beginning Y4	NEC	planned
Organ-on-a-chip	Beginning Y4	TU Wien	planned

Osteoarthritis Research  
(together with NetwOArk)

Y3

Gonçalo Barreto  
(HUS)

planned

The first ENDOTARGET webinar “Fecal microbiota transplantation as a treatment for microbiota dysbiosis associated conditions” was held on 24<sup>th</sup> of October 2024, from 3–5pm CEST, presenting (i) a general overview of Fecal Microbiota Transplantation (FMT) and its indications by key note speaker Josbert Keller from HMC Hospital and Leiden University Medical Centre; (ii) research in microbiome changes in FMT by Anna Hartikainen from the University of Helsinki; and (iii) the pilot-scale FMT-trial on ankylosing spondylitis of the ENDOTARGET project by Reetta Satokari (UH) (Figure 13). Next to the dedicated talks, enough time was devoted for the audience to ask questions.

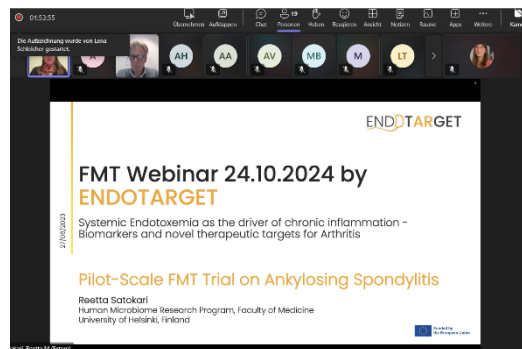


Figure 13. Reetta Satokari (UH) giving her talk about the pilot-scale FMT trial on ankylosing spondylitis in the first ENDOTARGET webinar.

In total, 37 people registered for the webinar, mainly from research institutes, and 32 participants were present. The talks from the speakers were recorded and are freely available on the [ENDOTARGET website](#).

The second ENDOTARGET webinar “A TASTY take on immunity: The role of Diet in Arthritis” took place on the 12<sup>th</sup> of December 2024 from 6–7.30 pm, focusing on how diet impacts rheumatic diseases. This webinar was a joint project with ENCA, who expressed a great interest in the ENDOTARGET work and especially in the TASTY study and consulted the consortium to shape the webinar. In this webinar, four talks were held: (i) Understanding immune-mediated conditions in children by Patrícia Costa Reis (iMM); (ii) The interplay between diet and gut-immune axis by Inês Correia (iMM); (iii) Why diet matters in autoimmune research: The TASTY study by Catarina Sousa Guerreira (iMM); and (iv) Early insights from the TASTY Study by Ana Hernando and Sofia Charneca (iMM). Next to the dedicated talks, enough time was devoted at the end of the webinar for the audience to ask questions. The talks from the speakers were recorded and are freely available on the ENDOTARGET website.

Further webinar topics are regularly discussed in the WP7 meetings with the DC Team. So far, there are plans for webinars on ENDOTARGET research in the fields of AI (NEC), organ-on-a-chip (TU Wien), and osteoarthritis (HUS). They are planned to take place more towards the end of the project when results are obtained. However, the consortium is open and flexible to adjust webinar topics to needs or requests from, e.g., patient organisations. In general, the webinars will be recorded, and only the

talks (not Q&A sessions) will be published afterwards on the ENDOTARGET website. This way, the consortium ensures that the talks are available for all interested persons who might not be able to join the live webinars.

## 4.11 AWARENESS RAISING CAMPAIGN

ENDOTARGET partners already implemented several awareness raising activities in the first half of the project:

**EBRIS** published a non-scientific article in different national and regional Italian journals and newspapers (*Il Mattino*, *La Città*, [dentroSalerno](#), [TuttoSanità](#), [informazione campania](#)) in February 2023 to promote the project start. Furthermore, EBRIS published a non-scientific article in several Italian media (*L'ora*, *Corriere del Mezzogiorno - Speciale Benessere*, [TuttoSanità](#), [SalernoToday](#), [TvMedica](#), [OcchiSuSalerno](#), [DentroSalerno](#), [Il Vescovado](#), [PangeaPress](#), [StileTV](#), [SalernoCittà.com](#), [Ncanews](#), [Ottopagine](#)) (Figure 14) in June 2024 to inform about the project progress. In addition, EBRIS did several social media posts on LinkedIn and Facebook (in total >1,500 followers).



Figure 14. Non-scientific article about ENDOTARGET in StileTV, a national Italian online newspaper (1194 views, 02.12.2024).

In May 2023, **SERGAS/FIDIS** published a non-scientific article in different national and regional Spanish newspapers (*El Correo Gallego*, *Faro de Vilgo*, *La Voz de Galicia*, *ABC Galicia*, *Galicia Confidencial*, *gCiencia*). Furthermore, SERGAS/FIDIS also created a video in which Dr. Rodolfo Gómez Bahamonde explains in Spanish the project, its aims, and impacts. This video was distributed via the radio channel [Antena3Noticia](#), the radio channel [Cope](#), [X](#) and the website of the radio-television channel [CRTVG](#). Furthermore, on May 09 and 10, 2023, Dr. Rodolfo Gómez Bahamonde presented ENDOTARGET in the Spanish news of "Televisión De Galicia". This TV contribution was broadcasted at [noon](#) (37:02) and in the [evening](#) (35:21) (Figure 15). Another article about ENDOTARGET followed in the medical journal [diario medico](#). In addition, Ana Alonso Pérez did five independent workshops with ~30 undergraduate science students (high school students, primary school students, Certificate of Higher Education (HNC) students), showing them the



Figure 15. Contribution to evening news.

work in a translational research laboratory and explaining to them the ENDOTARGET project (28.03.2023, 11.01.2024, 22.03.2024, 15.04.2024, 24.05.2024).

**SEZ** published a general article about ENDOTARGET in the national health magazine “Thieme Gesundheitsökonomie & Qualitätsmanagement”. Furthermore, SEZ published an English and German version of the ENDOTARGET press releases on their website and an online platform for scientific press releases ([idw – Informationsdienst Wissenschaft](#)).

In April 2024, Kari Eklund (**HUS**) introduced the ENDOTARGET project to the clinical staff of HUS. Furthermore, Gonçalo Barreto (HUS) had an ON\_ICRS travel fellowship in August/September 2023 and visited the Ludwig Boltzmann Institute for Traumatology in Vienna (Austria), the University Medical Center in Utrecht (Netherlands), the Ehumanitas University in Milan (Italy), and the 3Bs Research Group at the University of Minho (Braga, Portugal). In these visits, Gonçalo Barreto raised awareness about his work in general and about ENDOTARGET and its scientific approach. Furthermore, Gonçalo Barreto presented the ENDOTARGET project during the kick-off meeting of the TENET COST action (23.10.2023), where he is a member, and during a meeting with the cell and tissue engineering laboratory of the Galeazzi Institute in Milan, Italy (15.11.2023).

The **iMM** team met with a group of young patients at Santa Maria’s Hospital in Lisbon (08.02.2024) to raise awareness about ENDOTARGET, RDs, and the ongoing clinical studies of the ENDOTARGET project. This way, iMM also received feedback regarding disseminating the studies within the patient community. In addition, in March 2024, Sofia Charneca gave the lecture “The triad of nutrition, intestinal microbiota and Rheumatoid Arthritis – An exploratory pilot study” on the TASTY study to students as part of the curricular unit of ‘Research Methods’ in the Nutrition Sciences program at the University of Lisbon. This way, the students learned about the project’s protocol including the means to implement all related tasks. Furthermore, iMM presented ENDOTARGET and its progress to the scientists and young researchers at the University of Lisbon (27.05.2024).

In May 2024, **UNICAM** hosted a seminar for ~50 PhD students at the University of Campania to present the ENDOTARGET project. Thus, the students became aware of the ENDOTARGET project, learned how the consortium intends to achieve its goals, and heard about the first results.

## 4.12 UPDATE COMMUNICATION STRATEGY

As for the dissemination strategy, implemented and planned communication activities are in line with the initial plan described in D7.1 "1<sup>st</sup> version of Dissemination and Communication plan".

The following communication activities are firmly planned, but do not exclude the implementation of further activities:

- A second flyer explaining the project results
- At least 26 more blog articles
- At least 57 more social media posts
- At least 3 more webinars
- Dedicated awareness raising campaign activities

## 5. CONCLUSION

At M24 of the project, the deliverable D7.5 "2<sup>nd</sup> version of Dissemination and Communication plan" was submitted, giving an update on past and future communication and dissemination activities. In general, both activities are in line with the initial plan outlined in D7.1, which is still up-to-date and will be followed in the second half of the project.

Further updates of the ENDOTARGET DC plan will be integrated into the periodic reportings, and the last update is planned for M48 with the deliverable D7.6 "3<sup>rd</sup> version of Dissemination and Communication plan".