

TETRIS - Risk assessment Tools for severe side Effects after breast Radiotherapy: radiation safety through biological extended models and digital twinS

D10.1 DISSEMINATION & COMMUNICATION PLAN

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LIST OF ACRONYMS

CA	Consortium Agreement
DECO	Dissemination, Exploitation, Communication & Outreach
DC	Dissemination & Communication
EC	European Commission
EU	European Union
GA	Grant Agreement
DT	Digital Twins
BT	Breast radiotherapy
PC	Project coordinator
BEM	Biological Extended Models
WP	Work Package
PP	Project Partner
RTD	Research, technology and development

PARTNERS' SHORT NAMES

INT	FONDAZIONE IRCCS ISTITUTO NAZIONALE DEI TUMORI
RS	REGION STOCKHOLM
VHIO	FUNDACIO PRIVADA INSTITUT D'INVESTIGACIO ONCOLOGICA DE VALL-HEBRON
AQUILAB	AQUILAB BY COEXYA
NEOLYS	NEOLYS DIAGNOSTICS
FPGMX	FUNDACION PUBLICA GALEGA DE MEDICINA XENOMICA
POLIMI	POLITECNICO DI MILANO
UNISR	UNIVERSITÀ VITA SALUTE SAN RAFFAELE



EXECUTIVE SUMMARY

This document represents a **Dissemination and Communication (DC) Plan** and a comprehensive **Dissemination, Exploitation, Communication and Outreach (DECO) strategy** including all the guidelines and actions related to TETRIS -Risk assessment Tools for severe side Effects after breast Radiotherapy: radiation safety through biological extended models and digital twinS- objectives as well as an overview of the various communication strategies, messages and expected key performance indicators (KPIs).

The Strategy includes **web, social media, print, audio-visual and digital tools** which will be adapted to reach the TETRIS relevant target audiences. Tracking and monitoring of these activities to be able to measure the impact of the communication and dissemination measures.

The communication strategy is tightly coupled with the dissemination activities given that the focus from the start will be on **creating awareness and activating advocacy and social outreach** by publicising the project and disseminating the findings.

To multiply the impact and adapt the communication efforts, partners will use their communication channels to **disseminate project results** and **engage with relevant stakeholders in their professional, institutional and scientific communities**. Each partner is responsible for identifying a group of stakeholders in its city/country and ensuring that the project communication reaches the largest possible targeted actors at a local level. The EU Bubble and other cities and international levels will be also targeted through the institutional communication and scientific dissemination actions.

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The TETRIS Project

The TETRIS Project - aims to provide a Risk assessment Tools for severe side Effects after breast Radiotherapy: radiation safety through biological extended models and digital twinS.

The project timeline will extend from October 2024 to September 2027 (36 Mos).

The main objectives of the TETRIS Project are: (1) to design and test quantitative personalised risk scores for severe side effects after breast cancer radiotherapy based on dose-response relationships and patients specific risk factors (derived from patients' interviews, planning CT images and blood DNA/RNA sequencing) already published in the literature; (2) to develop a CE-marked tool to automatically compute and record the risk scores from the radiotherapy treatment data and single patient features and (3) to prototype digital twins in radiotherapy. The project comprises eight Work Packages (WPs) to address its three objectives. Two additional WPs support the project; they are dedicated to dissemination and communication (WP10) and management (WP1).

Other WPs are:

WP2 Long-term side effects modelling. WP2 coagulates all activities (also from WPs 3,4,5) to address our first objective, aiming to establish personalised risk scores for late severe side effects after breast cancer radiotherapy. WP2 develops and tests the quantitative personalised risk scores for severe cardiac and pulmonary events and second cancers. It also integrates into dosimetric models imaging biomarkers established by WP3 and the genetic/transcriptomic signatures developed by WP4 and WP5. Low-level and refined personalised risk scores are implemented in the software platform designed by WP6.

WP3 Imaging. WP3 extracts quantitative CT image-based biomarkers to be included in the risk scores developed in WP2 and included in the software platform (WP6). The same biomarkers are also considered in prototyping digital twins (WP7).

WP4 Genetics. WP4 extracts genetic (germline) biomarkers to be included in the risk scores developed in WP2 and in the software platform (WP6). The same biomarkers are also considered in prototyping digital twins (WP7).

WP5 Transcriptomics. WP5 extracts RNA expression (blood) biomarkers to be included in the risk scores developed in WP2 and in the software platform (WP6). As for imaging and genetics, the same biomarkers are also considered in prototyping digital twins (WP7).

WP6 Software Tool. WP 6 collates outputs from WPs, 2,3,4,5 and addresses the second objective, developing a CE-marked software tool to automatically compute the risk scores, thus bridging the gap between model development and clinical implementation.

WP7 Digital Twins. WP6 develops a hierarchy of digital twins with increasing predictive power for the risk of severe side effects for individual patients after their radiotherapy treatment. It uses outputs from WPs 2,3,4,5 and the data prospectively generated in WP8 and 9.

WP8 Cellular sensitivity. WP8 test the TETRIS Project prospective cohort (WP9) for cellular radiosensitivity and a combination of radiosensitivity biomarkers with genetic information (PRS). The output feeds the generation of digital twins (WP7)

WP9 Prospective Data Collection. WP9 establishes a prospective standardised collection of detailed data from a cohort of breast cancer patients receiving radiotherapy after conservative surgery in the clinical centres participating in the TETRIS Project Consortium. The newly collected information serves to prototype more detailed digital twins to be used for radiation safety purposes.

The Team

The Tetris consortium is a **multidisciplinary team** of 8 partners from 4 EU Countries (France, Italy, Spain, Sweden) with considerable experience in clinical research, innovation and impact driven projects on the population and patients' health, including a relevant track record in the fields of radiation therapy, radio genomics, digitalization, oncology, and holistic approach to patient care.

SCENARIO AND STRATEGY OVERVIEW

Breast cancer remains one of the most prevalent health concerns worldwide, with radiotherapy playing a crucial role in treatment. However, severe side effects such as cardiac and pulmonary complications, as well as second cancers, continue to pose significant risks for patients. The TETRIS Project is dedicated to addressing these challenges by developing advanced risk assessment tools that integrate dose-response relationships, imaging biomarkers, and genetic and transcriptomic signatures. By creating a CE-marked tool for personalized risk prediction and pioneering digital twin applications in radiotherapy, the project aims to improve patient safety and treatment outcomes.

Given the sensitivity of medical data and the ethical implications of predictive modeling, the TETRIS Project places a strong emphasis on privacy, inclusivity, and responsible communication. Ethical considerations are embedded in every stage of the project, ensuring compliance with the highest standards for patient consent, data protection, and transparency. Effective dissemination must also mitigate potential misinterpretations, particularly regarding digital twin technology, by clearly contextualizing findings and reinforcing their clinical relevance without unnecessary speculation.

A key pillar of the DECO strategy is ensuring that the scientific findings are accurately conveyed to different audiences, including researchers, clinicians, policymakers, patients, and the general public. The project will actively support its partners in structuring their scientific dissemination efforts, providing clear guidelines to distinguish between research outcomes, predictive potential, and clinical applicability. Internal coordination will be crucial in ensuring that results are presented with clarity, avoiding ambiguity and miscommunication in both scientific and public-facing narratives.

Public opinion plays a significant role in shaping the adoption of new medical technologies. The project's communication strategy will proactively engage with stakeholders to provide accurate, comprehensible, and non-sensationalized information. By fostering open dialogue with patient groups and advocacy organizations, TETRIS aims to empower individuals with knowledge about risk assessment and personalized medicine while reinforcing trust in medical innovation.

For TETRIS to have a lasting impact, it must engage in a robust networking strategy at both European and international levels. The project will leverage collaborations with leading research institutions, healthcare providers, regulatory agencies, and patient organizations to ensure broad adoption and policy influence. Active participation in scientific forums, EU-funded research networks, and innovation clusters will strengthen the project's ability to inform future health policies and standardization efforts related to radiotherapy safety and risk management.

By fostering cross-sectoral partnerships, engaging with decision-makers, and aligning with ongoing European health initiatives, TETRIS will position itself as a reference project for evidence-based policymaking in personalized oncology. This network-driven approach will

not only amplify the project's impact but also ensure that its findings contribute to shaping the future of medical innovation and public health strategies.

1.TETRIS COMMUNICATIONS OBJECTIVES

The activities included in WP10 of the Grant Agreement aim to contribute to the **effective communication** of the project and its results, engaging internal and external targets, mainstream audiences, scientific communities, and decision-makers on a local and global level, encouraging active support.

All the activities in this plan are essential for **raising public awareness and the scientific opinion leaders' awareness** about the project goals.

According to the European Commission (EC) Research & Innovation Participant Portal Glossary/Reference Terms,

“Communication on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about the action and its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.”

The EC Glossary also provides a definition for dissemination, that is:

“The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.”

These two definitions are a starting point for this DC plan and DECO strategy, where activities related to communication, dissemination and outreach can **overlap and interplay**. The plan shows the strategy, objectives and related actions, monitoring systems and measurable KPIs to assess the impact of the project in its different phases, recommendations for the use of each channel, and risks and mitigation measures.

Moreover, the communication among the main players of the project will include:

- **vertical communication (bidirectional)**, through which the coordinators of WP10 will support partners with input and operational indications on the activities that implement the strategy and through which feedback and information from scientific, public and advocacy activities reach the coordinator allowing strategic fine-tuning;
- **Internal peer communication**, which will support the exchange of materials, information and feedback in order to guarantee a strategy that exploits all the opportunities for visibility and contextualisation of the contents useful for external communication;

- **External peer communication**, through which all the external targets will be informed, engaged and involved in the project.

This is a **living document** and it will be updated yearly throughout the duration of the project, starting from the partners' feedback and focusing in particular on the impact of the strategy.

Yearly, as required by the corresponding reporting actions, and at the end of the project a **final report** will summarise actions, efforts, and values provided by the partners in relation to the whole DECO strategy.

1.1 Project Objectives (POs)

The TETRIS Project is dedicated to developing risk assessment tools for severe side effects after breast cancer radiotherapy. Its goal is to enhance radiation safety through biological extended models and digital twins. To effectively communicate its objectives and findings over its three-year duration, this Dissemination and Communication (DECO) Strategy outlines a structured approach that ensures transparency, engagement, and impact.

From the outset, preliminary implementations will include assembling a core communication team, establishing key messaging to clearly define the project's purpose, identifying stakeholders, and setting a timeline for communication activities. This will provide a strong foundation for ensuring coherent messaging and engagement.

A crucial element of the communication plan is the project's branding and visual identity. The logo and overall design will reflect the project's commitment to safety, precision, and patient well-being. The visual identity will be minimalist yet professional, ensuring accessibility and credibility. Informative assets such as infographics and fact sheets will be developed to effectively communicate the project's progress and results.

The communication strategy will evolve in phases. The first phase focuses on institutional communication, including the launch of a dedicated website, the establishment of social media channels, and the implementation of a social media policy for partners. This phase will also include press releases and outreach to regulatory bodies and policymakers. Project briefing materials will be prepared to facilitate initial engagement with key stakeholders.

As the project progresses, the focus will shift towards disseminating initial findings. This transition will involve the publication of preliminary research insights while ensuring that information is communicated responsibly to avoid misinterpretation. Addressing potential vulnerability points, such as concerns about digital twins and data privacy, will be an

essential part of this phase. Internal and external communication will be aligned to maintain transparency and credibility, while workshops and targeted scientific dissemination will help engage stakeholders effectively.

Internal communication within the consortium will be maintained through regular updates, newsletters, and coordination meetings to ensure unified messaging. Externally, engagement with patient advocacy groups will be a priority, particularly in defining consent policies. Transparency will be upheld through storytelling formats that allow patients in follow-up to choose their level of participation.

Scientific dissemination and public engagement will be achieved through peer-reviewed publications, conference presentations, and open-access summaries for broader audiences. Media relations will be handled strategically to ensure balanced reporting on project objectives and findings.

A key component of the strategy is the project's website and social media presence. The website will serve as the central hub for project updates, resources, and scientific outputs. Social media content will be tailored to different stakeholders, ensuring that the project's core messages remain clear and focused on the CE-marked risk assessment tool rather than overemphasizing digital twins. A well-defined social media policy will guide partners in maintaining consistent and responsible engagement online.

The press strategy will be designed to highlight the project's impact on patient safety and risk assessment while avoiding exaggerated claims about digital twins. Proactive responses will be employed to address any public concerns regarding radiation safety.

Patient advocacy and engagement will play a significant role in shaping the project's outreach efforts. Patients will be actively involved in defining consent processes and advocacy initiatives. Privacy-friendly storytelling will be adopted, ensuring that participation remains voluntary and that patients retain control over how their experiences are shared. Additionally, empowerment and awareness campaigns will be developed to provide valuable information to patients and the public.

Stakeholder relations and policy engagement will be key to ensuring regulatory alignment and broader impact. Regular briefings will be held for policymakers, and meetings with regulatory bodies will facilitate compliance with necessary standards. A final event will serve as a platform to showcase milestones and foster dialogue within the scientific and medical communities.

Several hot topics and risk mitigation measures will be addressed in communication efforts. The primary focus will remain on the CE-marked risk assessment tool, ensuring clarity in messaging. Potential risks, such as the misinterpretation of digital twin technology and public concerns over radiation safety, will be proactively managed through clear guidelines, stakeholder engagement, and real-time public perception monitoring.

In conclusion, the TETRIS DECO Strategy is designed to ensure structured, transparent, and impactful communication. By effectively balancing scientific dissemination, patient advocacy, and strategic media outreach, the project will maximize its reach and maintain credibility while engaging key stakeholders throughout its duration.

TETRIS general expected KPIs are:

1.2 Communications objectives (COs) and key messages (KMs)

The TETRIS DECO Strategy Plan is designed to prevent attention from shifting toward non-central aspects of the research and potential communication vulnerabilities. It follows an information and communication style that aims to clarify key messages, prevent ambiguity, and avoid misconceptions.

Pillars of the TETRIS communication:

- Focus on the solutions
- Stress correct timing of communication in every years of the project
- Stress accuracy of the information
- Promote sensitive and inclusive communication
- Be bridge-builders in each single communication action
- Dedicated storytelling for each target audience
- Stakeholders and beneficiaries can be targets and ambassadors at the same time, as targets may become partners and storyholders: the communication path is defined by asking what is expected from others and what they need to meet these and their own expectations, as well.

The key messages of the project, based on the difference target audience, are the following:

TARGET AUDIENCE: institutional communication

- The TETRIS Project is an EU-funded initiative advancing patient safety in breast cancer radiotherapy.
- It develops a CE-marked tool for personalized risk assessment based on advanced biomarkers and predictive models.
- The project aligns with European values of transparency, innovation, and patient-centered healthcare.
- Collaboration with leading research institutions ensures scientific rigor and clinical applicability.

TARGET AUDIENCE: public communicatio

- Breast cancer radiotherapy is life-saving but can lead to severe side effects—TETRIS works to minimize these risks.
- Personalized medicine is the future: TETRIS helps tailor treatment plans based on individual patient profiles.
- Ethical and privacy considerations are at the core of the project, ensuring patient data protection.
- The project fosters awareness about radiation safety, empowering patients with knowledge and choice.

TARGET AUDIENCE: scientific community

- TETRIS integrates imaging, genetic, and transcriptomic biomarkers into quantitative risk models for radiotherapy.
- It pioneers digital twins in radiotherapy, enhancing predictive accuracy for side effects.
- The project bridges the gap between research and clinical implementation through a CE-marked software tool.
- Open scientific collaboration and data sharing will drive progress in personalized oncology.

TARGET AUDIENCE: policy makers & regulators (EU and national level)

- TETRIS contributes to evidence-based policymaking for radiotherapy safety and personalized medicine.
- It supports regulatory advancements in medical AI applications and CE-certified health technologies.
- The project provides validated risk assessment models to improve treatment guidelines.
- Collaboration with health authorities ensures compliance with ethical and legal frameworks.

TARGET AUDIENCE: advocacy & patient community

- Patient voices shape the project—TETRIS engages advocacy groups in defining consent processes and risk communication.
- The project promotes privacy-friendly and transparent storytelling formats for patient participation.
- TETRIS aims to empower breast cancer survivors through knowledge and informed decision-making.
- It strengthens patient involvement in discussions on healthcare innovation and radiation safety.

TARGET AUDIENCE: opinion leaders in public & private healthcare systems

- TETRIS provides evidence-based tools to enhance radiotherapy decision-making in both public and private sectors.
- Its outcomes contribute to risk mitigation strategies in cancer treatment services.
- The project serves as a model for integrating AI-driven tools into routine clinical workflows.
- Engagement with hospital networks and oncology specialists ensures real-world dialogue (before real applicability).

TARGET AUDIENCE: International & European Health Associations

- TETRIS aligns with global health goals on personalized cancer care and radiation safety.
- The project seeks partnerships with international health organizations to scale its impact.
- Collaboration with European cancer and radiotherapy associations will drive adoption of best practices.
- TETRIS supports international efforts to harmonize risk assessment tools for oncology treatments

The main stakeholders of the TETRIS PROJECT are:

Stakeholders and Beneficiaries

Internal Stakeholders

- **Project Consortium Members:** Universities, research institutions, and clinical centers leading the scientific work packages.
- **Project Management Team:** responsible for coordination, implementation, and compliance.

- **Work Package Leaders:** experts overseeing specific research and development areas.
- **Communication & Dissemination Team:** handling outreach, engagement, and public communication strategies.
- **Data Protection and Ethics Committee:** ensuring compliance with ethical and privacy standards.
- **Technical Development Team:** working on the CE-marked software tool and digital twins.

External stakeholders

- **Scientific Community:** researchers in oncology, radiotherapy, medical imaging, and AI-driven health solutions.
- **Policy Makers & Regulators:** european and national health agencies, regulatory bodies, and policymakers in medical innovation and radiation safety.
- **Healthcare Providers:** oncologists, radiotherapists, and hospital networks integrating risk assessment tools.
- **Patient Advocacy Groups, Grassroots partners:** organizations representing breast cancer patients and survivors, contributing to patient-centered risk communication.
- **Public & Private Health Systems:** institutions that could implement and benefit from personalized radiotherapy risk models.
- **Media & Science Communicators:** ensuring accurate representation of project outcomes and preventing misinterpretations.
- **Industry Partners & MedTech Companies:** potential adopters and developers of personalized medicine tools.

Beneficiaries

- **Breast Cancer Patients & Survivors:** direct beneficiaries of improved risk assessment and personalized radiotherapy planning.
- **Clinicians & Oncologists:** equipped with better tools for decision-making and treatment personalization.
- **Healthcare Systems:** improved patient safety, reduced treatment complications, and enhanced radiotherapy protocols.
- **Regulators & Policy Makers:** access to evidence-based data to shape health policies on radiotherapy safety.
- **Scientific Community:** advancing knowledge in radiation oncology, medical AI, and personalized healthcare.

A **stakeholder map** will be shared to enable each local partner to share top tier stakeholder profiles to keep an eye on and any suggestions about possible groups to stay in touch with/ to make aware about the project at the different stages of development.

A dynamic identity

In a project like TETRIS, from people to and for people, where everybody can become a patient/ be a beneficiary and target of the action, **when addressing each actor involved in the project, it is essential to take into consideration all the different roles they can play and how they lend themselves to achieving the objectives indicated above, making them aware of the possibility of passing from a stakeholder who receives value to an actor who actively transfers it to others and helps to create new ones.**

Value-design based strategic activities as a boost for the message positioning:

After mapping the main stakeholders, a **value design activity will be held to map** what every target perceives as a main value in the project.

The value map will help with defining the message into the communication path and crafting an architecture of **value-based messages** to spread across all the audiences.

This activity of listening could be implemented as a peculiar and recurrent process to define and re-design the messages as the project moves forward.

Guidelines for an active and planned involvement of new stakeholders:

Other relevant stakeholders that would take part in the project will be mapped and directly involved in the project and the communication strategy through:

- asking them to report events and issues of importance to them (even to foresee some point of the editorial plan)
- connecting to their social profiles and tagging/mentioning them while they publish relevant information
- giving them the opportunity to propose initiatives aimed at deepening the themes of TETRIS or where these initiatives can give a boost to the project and research objectives
- involving them in specific activities where possible
- organising their presence as TETRIS ambassadors **in a 'media narrative design' plan**, through which it will be defined how and when to make them storyholders and multipliers of the project on the project's communication channels and their own profiles.

Communication and identity also belong also to expected impact of the project which are the following:

Academic Impacts:

- Personalized Risk Scores: Demonstrates feasibility and cost-effectiveness of tailored radioprotection after radiotherapy (RT) for breast cancer (BCa) patients, based on risk estimates aligned with observed severe cardiac/pulmonary side effects.
- Cutting-Edge Technology: Utilizes Digital Twin technology for risk estimation, enhancing patient care and propelling clinical oncology research by offering individualized models for decision-making, predicting disease progression, and optimizing treatment responses.
- Data Sharing: Provides a new digital tool and a dataset of BCa patients with detailed information for further research.

Impacts on Professions:

- New Practices in Radioprotection: Expands the concept of radioprotection to include lifelong care for cancer survivors, involving general practitioners in post-RT care, and introduces new techniques for optimized radioprotection.
- Innovation in Radioprotection: Digital twins help optimize radioprotection by providing real-time updates on personal risk, evolving with individual patient history.

Societal Impacts:

- Improving Quality of Life: Targets BCa survivors with personalized radioprotection, reducing the occurrence of late severe side effects and improving long-term health outcomes. TETRIS aims to reduce the overall burden of cancer survivorship and improve the survival rate through RT optimization.
- Public Awareness: Raises awareness about the role of radiation as a risk factor for severe health conditions and highlights the gender dimension in radioprotection.

Economic Impacts:

Healthcare System Sustainability: Aims to reduce the economic burden associated with late effects in cancer survivors. By reducing long-term side effects, TETRIS can lower costs for healthcare systems and increase their sustainability. The initiative promotes investments in radioprotection after RT, presenting a cost-effective approach with significant savings potential.

2.TETRIS OUTREACH CHANNELS BY TARGETS AND EXPECTED IMPACT OF THE PROJECT

The medium is the message, for this reason the medium selected for communication must **participate in conveying the message of inclusiveness and accessibility** and be

transversal to the cohorts that can take part in the project in different ways, from scientific community to patients (mainly in the phase of remission), from young to seniors, in consideration of the most established media in each age group and across the various local cultures.

The experience is also determined by the characteristics of the channel as an incentive to use the information and **avocational content**. **New channels to be co-defined** with users as more appropriate to the context, such as podcast platforms, direct messaging, but also physical touchpoints can be taken into account.

Not only top-down and bottom-up communication channels will be privileged, but also **peer to peer communication** / recommendation ones: the communication unfolds on the channels also on the basis of the different purposes and levels of institutionality: for example, different social media channels might be used according to different purposes (Facebook for advocational and activation, Instagram for campaigning and value based communication, LinkedIn for the return to stakeholders and on project life).

The selection of channels also concerns the possibility of creating new peer to peer spaces to boost the communication flows in specific target groups.

For this reason, **it is recommended that the PPs share their ideas** through the internal document which will be shared with all partners with the specific objective of **transferring local insights** to help with a better fine-tuning at a strategic level.

Table 1: TETRIS communication objectives per target audience

Target Audience	Key Message	Communication Channels	Communication Actions	Communication Objectives & Expected Impact
Institutional Communication	The TETRIS Project is an EU-funded initiative advancing patient safety in breast cancer radiotherapy. It develops a CE-	Official EU channels, institutional websites, policy briefings, high-level conferences,	Press releases, white papers, official reports, participation in policy discussions, dedicated briefings for	Advance integration of AI-driven risk models into EU health policy; Support regulatory advancements in medical AI applications and

	marked tool for personalized risk assessment based on advanced biomarkers and predictive models.	stakeholder roundtables	institutional stakeholders	CE-certified health technologies
Public Communication	Breast cancer radiotherapy is life-saving but can lead to severe side effects—TETRIS works to minimize these risks. Personalized medicine is the future: TETRIS helps tailor treatment plans based on individual patient profiles.	Social media campaigns, patient advocacy groups, health-related podcasts, media partnerships	Educational videos, patient testimonial campaigns, infographics, blog posts, social media Q&A sessions. Possible other outputs to be considered after feasibility check: informative podcast to reach out general population in local languages.	Increase awareness of radiation safety and patient empowerment in treatment choices; Facilitate new ways to communicate risks to the public
Scientific Community-Scientific societies	TETRIS integrates imaging, genetic, and transcriptomic biomarkers into quantitative risk models for radiotherapy. It pioneers digital twins in	Peer-reviewed journals, medical conferences, workshops, specialized forums	Research publications, conference presentations, open-access datasets, collaborative projects	Foster frontier research in radiotherapy risk assessment; Encourage development of new quality-assured nuclear techniques and AI-based data

	radiotherapy, enhancing predictive accuracy for side effects.			processing methodologies
Policy Makers & Regulators (EU and National Level)	TETRIS contributes to evidence-based policymaking for radiotherapy safety and personalized medicine. It supports regulatory advancements in medical AI applications and CE-certified health technologies.	Policy roundtables, EU health committees, national regulatory agencies, health ministries	Position papers, direct consultations, regulatory white papers, policy briefs	Inform policy frameworks for personalized radiotherapy; Contribute to developing the scientific basis for new radiation protection recommendations
Advocacy & Patient Community	Patient voices shape the project—TETRIS engages advocacy groups in defining consent processes and risk communication. The project promotes privacy-friendly and transparent	Patient associations, community health forums, social media groups, healthcare events	Webinars with patient groups, co-creation of patient information material, engagement in survivor networks. A possible suggested output from the consortium could also be a gamification activity, such as supporting	Strengthen patient involvement in healthcare innovation discussions; Improve risk communication formats tailored for patient needs

	storytelling formats for patient participation.		dissemination key messages through a board game mimicking Tetris game piece, to support raise attention with new means of communications (subject to feasibility check)	
Opinion Leaders in & Public Private Healthcare Systems	TETRIS provides evidence-based tools to enhance radiotherapy decision-making in both public and private sectors. The project serves as a model for integrating AI-driven tools into routine clinical workflows.	Healthcare leadership conferences, hospital networks, medical associations	Expert panels, hospital training programs, digital tool demonstrations	Enhance radiotherapy decision-making practices; Encourage adoption of digital risk assessment tools in healthcare institutions
International & European Health Associations	TETRIS aligns with global health goals on personalized cancer care and radiation safety. The project seeks	Global oncology summits, WHO & EU health agencies, European	Strategic alliances, joint statements, cross-border collaboration initiatives	Support international efforts to harmonize risk assessment tools for oncology treatments; Expand adoption

	partnerships with international health organizations to scale its impact.	cancer associations		of best practices in radiation safety worldwide
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Personality, Tone of Voice and Language

TETRIS' **brand personality** is that dimension of the project identity that arises when certain attributes and human personality traits are associated with it.

In this project, it aims first of all at people and has as its objective that of the evolution to be bridge-builders and present the project in its **human dimension** to every possible interlocutor, enhancing those characteristics that favour an **open and rich exchange** in the name of collaboration, inspiration, transparency, trust and evidence-based and human-oriented.

Tone of voice & communication style for the TETRIS project

The TETRIS project embodies an identity that is forward-thinking, scientifically rigorous, and patient-centered. Its personality is defined by key traits such as:

- Scientific and empowering: this project embodies an innovative spirit by leveraging available data and models as foundational resources, transforming them into unprecedented value. Rather than stopping at conventional results, it pushes beyond, guiding toward the next evolutionary step in knowledge and impact, in particular in policy making.
- Transparent & Ethical: Committed to openness in research, patient privacy, and ethical considerations.
- Engaging & Inclusive: Actively involving stakeholders from policymakers to patients to ensure impact and adoption.
- Evidence-Based & Policy-Oriented: Grounded in solid research and aiming to shape regulations and best practices.

Tone of voice and language per stakeholder group

Table 2: *TETRIS tone of voice and language per stakeholder group*

Target Audience	Tone of Voice	Language Style	Channels & Key Messaging Alignment
Institutional Communication	Formal, authoritative, and policy-driven. Uses precise terminology emphasizing EU compliance, innovation, and safety.	Uses structured, concise, and impact-focused phrasing to reinforce credibility.	EU portals, LinkedIn, newsletters, policy briefs, research reports.
Public Communication	Accessible, empathetic, and educational. Creates a sense of trust and inclusivity.	Uses plain language, storytelling techniques, and real-life patient narratives to enhance understanding.	Social media, patient advocacy platforms, podcasts, videos.
Scientific Community and Societies	Technical, data-driven, and peer-oriented. Focused on accuracy and scientific rigor.	Uses precise scientific terminology, references to studies, and formal research language.	Scientific journals, research conferences, academic networks.
Policy Makers & Regulators	Persuasive, policy-aligned, and evidence-backed. Links TETRIS to regulatory advancements.	Uses impact-driven language with policy-friendly structuring, focusing on compliance and innovation.	Policy briefs, EU Parliament events, legal-health tech symposia.
Advocacy & Patient Community	Trustworthy, supportive, and transparent. Prioritizes clarity	Avoids jargon and prioritizes clear, relatable explanations of risks and benefits.	Digital storytelling, patient advocacy events, co-created content.

	and emotional engagement.		
Opinion Leaders in Healthcare Systems	Professional, insightful, and solution-focused. Highlights practical applications for clinical settings.	Uses pragmatic and evidence-based phrasing, emphasizing the benefits of implementation.	Healthcare conferences, industry panels, executive briefings.
International & European Health Associations	Collaborative, strategic, and aligned with global health priorities. Advocates for standardization efforts.	Uses diplomatic and consensus-building language, highlighting synergies with global health initiatives.	WHO summits, European Cancer Organisation, cross-border initiatives.

Each communication effort is adapted to ensure maximum engagement, impact, and alignment with stakeholder expectations, while maintaining the integrity and vision of the TETRIS project.

Communication and Engagement Actions and Tools

Dissemination Actions and Tools

Replication, Upscaling and Dissemination communication frameworks will be used to target three different groups: citizens, children and youths, and European institutions (global outreach). Dissemination will take place using a combination of different targets, timelines and strategies. In the first two years of the project the focus will be on informing people about TETRIS work, from year three to five dissemination will concentrate on engaging people in the work, and in year five and beyond attention will be turned to upscaling/replicating the work.

Over the five years, tasks will include: launching a communication campaign in each city to support the establishment of the IN-HUBS; organizing both a training session on storytelling, blogging and communication, meetings for the selected community activators; creating a website to house the projects; developing a mobile app INHABIT-APP; building games; teaching children how to write stories inspired by their neighborhoods and city; and creating four live videos to document the work undertaken in each of the four cities.

2.1 Website

The TETRIS website (Task 10.1) is created with the dual mission of **informing and including** and is designed to ensure accessibility to the project and its protagonists, the PPs and the patients involved in the project.

In order to develop a strategy that follows the progress of the step-by-step process, it is expected that the site will be taken from a simple landing page to a sharing information and support content platform for both clinicians, investigators and patients' by the beginning of 2026, through three main releases, co-defined with the relevant PPs.

The first release (a landing page containing the project main message and PPs), is under construction and to be shared in May 2025 with the Consortium. It will continue as a co-design activity throughout the project timeline.

This timeline is due to some delays in public procurement according to the public administration procedures for suppliers, now solved. The PPs have been informed of every step in monthly SC meetings. The domain has been acquired after common and fruitful discussion with the Consortium and the landing page is currently under construction (www.projecttetris.eu).

Three following releases will be implemented.

First release, M9 (June 2025)

By July 2025, the website will contain:

- A more complete home page
- About section
- A section with partners
- Events and project updates
- A first version of the news section
- contact page

Second Release, M12 (Sept 2025)

Between July and September 2025 months, the following elements will be added:

- More organised contents
- A final version of the news section
- Upload of milestone timeline and relevant infographics on the homepage and on the about page

- Special page dedicated to the PPs contribution in term of research, knowledges and expected achievement
- Upcoming events and related resources
- Press area
- Enhanced social media feeds

Following updates M17 (February 2026)

By the end of February 2026, the following elements will have been added:

- Upgrade of the Media page (not only press releases, but multimedia content when available from) other relevant and reliable sources, such as patients' associations, foundations, other stakeholders depending on the strategy and channels co-defined
- Special section on results / dissemination kit
- A place for advocacy initiatives and patient storytelling

The TETRIS project website serves as the convergence point between two essential dimensions: the virtual and communicative sphere, encompassing digital outreach, stakeholder engagement, and dissemination efforts, and the tangible, real-world network of collaborations, institutional support, and resources that drive the project forward. It is not only a platform for visibility but also a strategic hub that bridges scientific research with policy engagement, fostering dialogue among researchers, policymakers, industry leaders, and patient communities. Through digital storytelling, interactive content, and targeted communication strategies, the website amplifies the project's impact, ensuring that key messages reach diverse audiences and support informed decision-making.

Beyond mere communication, the TETRIS website is a catalyst for advocacy, replication, and long-term sustainability. By showcasing scientific advancements, promoting best practices, and fostering knowledge exchange, it creates the conditions for scaling results, forming strategic alliances, and reinforcing the project's legacy. Its role extends beyond the project's duration, as it helps solidify TETRIS as part of a broader movement to advance research in cancer care and treatment. Through effective dissemination and engagement, the website supports the sector's ability to tackle European and global oncology challenges, ensuring that the solutions developed within TETRIS continue to evolve, inspire, and shape the future of patient care.

The website will of course include accessibility measures to be available to the broadest population possible.

2.2 Virtual environment

The virtual environment of the TETRIS project is designed as a dynamic and multi-channel ecosystem that ensures comprehensive outreach to all target audiences and stakeholders, as outlined in *Table 1: TETRIS Communication Objectives per Target Audience*. This ecosystem is built around the project's own digital channels—including the official website, social media platforms, newsletters, webinars, and dedicated repositories for scientific publications and policy briefs—providing a structured and engaging space for knowledge sharing, community building, and advocacy. These channels serve as the primary interface for communication, offering tailored content that resonates with diverse audiences, from researchers and policymakers to patient associations and the broader public.

Beyond its proprietary platforms, TETRIS leverages an extensive network of third-party channels to expand its reach and enhance impact. This includes dissemination through partners' websites, institutional networks, and professional associations, as well as collaborations with specialized media, editorial platforms, and key opinion leaders in oncology and health policy. Strategic alliances with scientific journals, industry newsletters, and policy blogs allow for targeted amplification of key messages, ensuring that the project's findings and advocacy efforts are visible in influential spaces. By integrating its communication across multiple owned and external platforms, TETRIS maximizes its ability to foster meaningful engagement, drive replication of its methodologies, and strengthen its legacy within the European and global landscape of cancer research and care innovation.

In any case, **all the channels used must be mapped in a synoptic representation to be updated on a recurring basis**, so that the WP10 leaders will be aware of all the channels in use, to be monitored and from which it is possible to collect useful insights.

The communication strategy of the TETRIS project is not solely focused on informing but on actively engaging and communicating with its audiences. Through the virtual ecosystem—both its own channels and external platforms—the effort led by WP10 is centered on collecting and analyzing insights from the outside world. These insights serve as a foundation for continuously refining communication strategies and content development, ensuring that messages become increasingly clear, targeted, and impactful. The goal is not only to enhance the multiplier effect of TETRIS channels but also to transition audiences from passive observers to active participants. By adapting messaging and optimizing outreach based on real engagement data, the project strengthens its ability to mobilize stakeholders, foster meaningful interactions, and generate sustained interest that goes beyond mere project monitoring to actual involvement in the themes and advancements promoted by TETRIS.

2.3 Offline environment

The offline environment of the TETRIS project transforms its foundational principles into targeted actions that bridge digital communication with real-world engagement. While the virtual ecosystem ensures broad dissemination and interaction, offline initiatives provide tangible opportunities to connect with stakeholders, address key concerns, and reinforce

project outcomes through direct involvement. These efforts include scientific conferences, policy roundtables, stakeholder workshops, and patient engagement activities, all designed to foster dialogue, co-creation, and knowledge exchange.

Crucially, the insights and interactions generated in these offline settings feed back into the online environment, shaping digital communication strategies and enhancing the relevance of dissemination efforts. By integrating offline engagement with digital channels, TETRIS ensures that its messaging remains dynamic, evidence-driven, and responsive to stakeholder needs. This approach strengthens the project's ability to mobilize key audiences, amplify its impact, and build a lasting legacy that extends beyond digital visibility to real-world influence in cancer research, policy, and patient care.

Patient Inclusion Strategy in TETRIS communication

The TETRIS project will implement a comprehensive strategy to include patients in the institutional and mainstream communication efforts, making them integral to the activities of Work Package 10 (WP10) in the design of communication. This strategy will involve identifying specific aspects, such as the consent module and the definition of a glossary, in collaboration with project partners. Patients will also be activated in external communication, taking on roles as storytellers through diary entries and participating in advocacy actions both virtually and locally. The creation of a dedicated podcast on YouTube or another platform will serve to raise awareness about the project, disseminate information, and improve communication in areas of vulnerability.

WP10 will ensure that patients are engaged with their explicit consent on a case-by-case basis regarding their involvement and the modalities for each action, allowing them the freedom to participate according to their comfort level. Patients will also have the opportunity to express their thoughts and insights anonymously if they prefer. Additionally, WP10 will commit to conducting monthly discussions with patient representatives involved in the project to assess ongoing actions, gauge their satisfaction, explore how to better engage them, and gather their suggestions for enhancing communication efforts.

This inclusive approach not only values the perspectives of patients but also empowers them to play an active role in the project's narrative, fostering a sense of community and shared purpose. By integrating patients into the communication framework, TETRIS aims to create a more impactful dialogue that resonates with broader audiences while addressing the unique challenges and vulnerabilities faced by those affected by cancer.

The first online and offline materials:

For the TETRIS project, we aim to develop a clear, adaptable, and cohesive **visual identity** that ensures consistency across all internal and external communication formats. This includes a quick restyling of the logo, which has already been shared with partners in two versions and voted on, resulting in a refined and modernized design (see *Annex 1 and 2*). The visual identity will be simple and modular, allowing for seamless application across various materials while ensuring compliance with EU acknowledgment guidelines. According to these guidelines, all beneficiaries, managing authorities, and implementing partners must use the EU emblem prominently, accompanied by a clear funding statement acknowledging the EU's support.

In the coming weeks, the coordinated image and design will be finalized, standardized templates for official documents, deliverables, and press releases. We will also develop graphic elements for the website, social media profiles, and content production, including infographics, post templates, and carousel illustrations. A curated selection of photographs and a modular set of graphic elements will enhance visual consistency, particularly for key materials such as background documents in the press kit. Additionally, we will prepare PowerPoint presentation templates, a general project flyer (both institutional and scientific and stakeholder audiences), and a version targeted specifically at patients. Looking ahead, we will design all necessary materials for the first annual event (GA) in September 2025, which is already in the planning phase. This will include roll-ups, posters, dedicated flyers, a press kit, and potential promotional gadgets, ensuring a strong and recognizable project presence both online and offline.

The use of videos and short video clips will be a key tool for both institutional and mainstream communication of the project. In particular, an **institutional video** presenting the project is an aim for its official launch, especially during the **second in person event** (M12, GA), this output will be discussed with PPs to ensure the most appropriate timing and content. A **final video** will be produced for the closing event. Additionally, a series of **short video clips** will be developed starting from the second year. These will include partner interviews, patient experiences, and simplified explanations of the scientific topic, aiming at broader dissemination and outreach. Designed for the project's **website and social media**, these clips will be structured around the communication and dissemination of project results, progressively integrating findings as they become publicly available.

2.4 Social Media strategy

It is essential that the social media strategy is planned on two levels: institutional and mainstream, the latter with the collaboration of PPs.

At an institutional level, the use of social media profiles would boost the TETRIS project awareness, helping to manage the brand reputation as well as the communication of the central messages:

- The power of transnational cooperation in a European consortium makes TETRIS a project that can definitely give relevant results
- One of the core values of the TETRIS project is its human-centered approach, bringing together research excellence while actively involving patients in the design process. This ensures that scientific advancements are not only innovative but also tailored to real patient needs, leading to more impactful and patient-driven solutions in cancer care.
- On a long-term perspective every single individual at a global level will potentially benefit from this research and its results

Main objectives of the institutional communication will be: to disseminate results, to make the institutional stakeholders and media aware, to encourage big partnerships, to inform multiple audiences, to push the multiplier effect, to engage with opinion leaders and encourage informed discussions in peer-to-peer groups (like professional organisations, associations, policy-makers...), ensuring the necessary transparency to highlight the significant impact of European funding on people's lives.

In this regard, all PPs have been informed in advance of the correct acknowledgment details when presenting the project in public.

At a mainstream communication level, the social media strategy would consider a Media Narrative Design approach.

Media Narrative Design is the strategic creation and structuring of a story across different media platforms to engage, inform, and influence an audience. It involves shaping the way a message is presented, ensuring coherence across formats (articles, videos, social media, reports, etc.), and aligning it with communication goals.

In the context of the TETRIS project, media narrative design is crucial for crafting a compelling, science-based, and impact-driven story that resonates with different stakeholders. It will help the WP10 leaders' structure key messages (starting from the audience feedback) ensure consistency across dissemination materials, and create engagement through storytelling techniques that make complex topics accessible and memorable.

Our Media narrative Design strategy aims to:

- help involve citizens in the storytelling of the project
- engage with possible partners for specific campaigns during the projects
- build local networks of people on a predefined structure of topic

- communicate with patients and support the creation of peer networks around the value and the results
- engage with organizations and partners who will give continuity to the values of the project even outside and after its end;
- give strength and space to advocacy grassroots initiatives from interest groupings, associations of patients, as well as individual citizens who are not part of any organized group
- engage with professional associations and professional networks who can boost the dissemination actions through a specific storytelling, campaigns and planned actions, but also through the independent use of the results of the project when they become public.

The timing of the social media strategy is particularly finalized to enforce the **dissemination**:

- by covering the results as soon as they're available;
- by reaching out to specialist audiences - peer to peer groups such as professional organisations, policymakers, vertical industries etc.;
- by making groups as well as individuals aware about the results of the research and enabling them to take-up and use them.

A QUICK Q&A ON THE SOCIAL MEDIA STRATEGY

WHERE is the TETRIS project on social media? It is currently going to be on Facebook, LinkedIn, IG, YouTube, X (to be evaluated). More channels could be added depending on the social media landscape.

WHO will oversee social media for the consortium? WP10 leader oversees the strategy and post publication on both institutional and mainstream level, while the PPs will be actively involved in generating the **multiplier effect** on social media through specific actions. Together, we will define **guidelines** for sharing and independently publishing project-related content and results. These guidelines will ensure alignment and coherence in communication while maximizing outreach. A **social media policy** will be developed during the first year of the project to provide a structured framework for these activities.

WHO is the target audience?

For the institutional communication strategy: Institutions, associations, scientific community, media, sister and clustering projects, political groups, decision-makers, groups of interest, think tanks, at a global, European and local level, scientific communities, associations of professionals, interest groupings, scientific community, regulators.

At a mainstream level: groups of citizens, patients, individuals or in groups, associations, families, disadvantaged people, local companies, universities and researchers, youth.

All the communication will be in English, while specific material will be translated in Italian, French, Spanish and Swedish for patients.

HOW will an effective and engaging communication framework be implemented?

Through real-time communication on global topics/challenges which are relevant for the TETRIS project, through an avocational tone of voice where raising activism, fostering grassroots experiences and creating a network is a goal.

English will be the main language used on social media. According to the needs and preferences of each partner, local languages can also be used to reach specific target audiences in the social media posts or communication material addressed to specific regions where audiences primarily speak a specific language and are accustomed to receiving information in it.

WHAT content should be shared?

Currently the content is scheduled every two weeks, starting from a general plan in which a couple of month-long macro-campaigns are planned. Over the next months, a strategy which can bring together the institutional communication strategy and the mainstream one is expected to be co-defined with the help of the local communication managers.

WHEN? Content will be posted two to four times a week on the project accounts (institutional communication). The mix of argumentation would vary depending on the phase of the project.

TETRIS Social profiles

To learn more about the project and find out how to get involved, all the targets can visit the TETRIS website, or they may connect on social media:

FB: to be implemented

IG: to be implemented

IN: to be implemented

Next steps in social media strategy: from goals to contents

In the phase in which the project is not yet publicly presented and the design and research work of local contacts is ongoing, the social campaign includes these micro-objectives, as follows as an example. They will be expanded and further explored on a more structured social media plan and calendar as the project develops.

Table 3: TETRIS communication from goals to contents

Main objectives	Content type
Spread vision	What TETRIS is
Partners warm up	Who are TETRIS storyholders
Inform/educate	Why TETRIS
Make it accessible	How to be part in the TETRIS debat to access an active experience on a global challenge
Bound topics X target	Who TETRIS is for
Localisation of the project	Where TETRIS start from
Heritage of the project	TETRIS background
Unique communicative path	Glossary + "What's this hashtag"
Disambiguate and create a common starting point	FAQs
Engage and make feel people Involved	What to do to share the message
Make Authoritative	Who speaks about it
Define the context	What's going on around TETRIS (Prioritise EU)

Draw a line	What's done and next actions to carry out
Get in action	Presenting 2024-27 action plan
Foster realistic hope	How TETRIS can turn your hope in tangible values and inspire hope based on concrete progress and scientific evidence
Celebrate together	Celebrate Christmas, New Year, National Health Days dedicated to patients and caregivers or focused on prevention

Use of common glossary and hashtags through the social profiles:

The use of **common words** is a key practice of TETRIS DECO strategy because it contributes to achieving the goal of **creating a shared code** with all stakeholders and beneficiaries of the project since its inception. One of the first activities of the WP10 in collaboration with the patients involved in the project will create a common glossary not only to ensure a shared communication code but also to respect the sensitivities of diverse audiences, including patients at various stages of illness and caregivers. At the same time, we aim to **use precise and unambiguous terms to avoid any misinterpretation in scientific contexts basis of the most recent trending topics** on the social networks used, which in the initial phase will be Facebook, LinkedIn and through a specific information campaign addressed to the institutional as well as mainstream audiences. **The hashtag strategy will be designed having the glossary as a list of initial keywords.**

Hashtags will be used to:

- increase outreach and join topic-specific conversations;
- capitalise in existing trends (find emerging hashtags to boost the research with the right audiences);
- group contents and help people who are taking part in a specific event to find related posts and discussions on a specific topic;
- bring new opinions into a discussion about specific topics;
- spread our glossary and encourage people to use it.

A basket of hashtags is going to be spread with the main communication assets: website, press kit, slides, flyers and hashtags will be prominently featured in communications related to the events, as well as SEO actions will be considered.

At the same time, **the glossary** will be used with the aim of making the meaning of each word unique and shared. Posts are already being shared in which specific words are introduced to the social community, who are asked to share with their followers and contact anyone who can contribute to the discussion and who could be interested in taking part in the project as they are already interested in the topic and active at a local level in a social challenge where the topic is relevant.

This would be exceedingly helpful in identifying and building **a quality audience**, exploiting the power of the project's online followers to multiply the message within the communities they belong to. Also, it would be part of the Gender and Diversity perspective toolkit (D5.1) feeding the plan.

How to use social posting to involve others:

- Through the daily monitoring of the social media audience's conversations
- Retweeting to engage with audiences
- Reposting on relevant topics and issues adding a caption to explain the project's specific interest
- Starting online discussions e.g., by asking opinions or questions
- Replying to messages within a couple of hours if possible
- Planning social posts but, at the same time, not forgetting to monitor trending hashtags
- Identifying and selecting interesting opinion leaders to follow, with the hope of a follow back
- Tagging project partners
- Using the #HorizonEU #EUScience #EUProjects #ResearchInnovation hashtag as well as other like #Breastcancer, #Radiotherapy in every tweet to maximise their visibility

How to always be on point:

The communication would always be aligned to the topics debated by the public opinion on a large scale. To always be on point, a **specific calendar** with all the relevant recurrent annual events powered by the main institutions is being crafted, and this is where the relevant events pointed out by sisters and clustering projects partners and all the relevant occurrences and anniversaries concerning the project topics (also pointed out by the project partners, who would be supposed to share with WP10 leaders the upcoming scientific events, as well) will be added.

The **editorial plan** will contain a **complete calendar of international days** and to help them in finding how to bring the project's messages at local level and transfer TETRIS's messages and values into the local public debate.

How to use social networks in a safe and profitable way

The general rules for **safe and profitable communication** on social networks provide for some practices that local communication managers will be called to align with. In particular, TETRIS communication on social profiles must reflect the requirements of clarity, transparency, accessibility, scientific evidence-based information and framing, timeliness, neutrality, and brevity.

For this reason, within the posts:

- technical terms must be limited and acronyms explained;
- posts cannot contain more than three sentences;
- the posts must be short but exhaustive, the references to other posts or organisations must be contextualised;
- the selected contents and formats must consider the values of the project (in particular inclusion);
- communications must have a neutral tone appropriate to the institutional context in which the project develops, avoiding excessive hype or any form of implicit judgement and reference to clichés and explicit facts, circumstances, places, people. The contents must always be harmless and prepared in respect of the different cultures and the possible sensitivities of the reference audiences;
- emotions can be expressed, maintaining a mid-formal tone of voice, especially if they concern the achievement of TETRIS objectives (e.g., enthusiasm for the achievement of a goal or for the result of some research);
- the contents must contain references to sources and resources, both for the recognition of credits and to allow the reader to further explore the topics and make them their own. Likewise, in the creation of post contents, links to relevant events, sites and initiatives will always be taken into consideration;
- when referring to external sources, it will always be preferable to select institutional or recognised sources;
- the contents of the social networks will not be able to refer to insights from the TETRIS project or other projects that are not yet public or final;
- the information conveyed by the posts must be accurate and verified, to strengthen the credibility of the source over time;

- the sharing on social profiles of public news and articles that have appeared in the press must be timely, in order to encourage the media that want to talk about the project to always refer to the institutional channels first (website, social profiles, etc.);
- it is advisable to vary the content of the posts by experimenting with the use of various formats. Posts containing videos, images and photos must be designed starting from the official visual identity to ensure consistency and recognition of the source, as well as being attractive. Videos must always be subtitled in English;
- the results of the research and the milestones achieved that are published on social networks can also be made public through ad hoc presentations, presence at events, press launches;
- finally, particular attention must be paid to the accuracy of the eventual other translations both in form and substance.

How to avoid disinformation and trivialization of complex issues and terminology

To effectively utilize social networks while avoiding trivialization of complex issues, it's essential to adopt a strategic communication approach that prioritizes accuracy, clarity, and respect for the subject matter. Misuse or misrepresentation of terminology can lead to misinformation, fostering debates based on false myths and fears surrounding the project's themes and practices. This not only distorts public perception but can also overshadow the genuine values and strategic objectives of institutional communication.

A well-defined strategy should include the development of transferable clear messaging guidelines that partners can adhere to, when disseminating information within their communities. This ensures that all communications align with the project's goals and present a unified front against misinformation. Shared internal policies (easy to transfer to eventual external partners) should emphasize the importance of fact-checking, careful language selection, and the avoidance of sensationalism.

Engagement with peer communities in forums and social media must be handled thoughtfully, recognizing the dynamics of scientific discourse that may have previously led to uncontrolled outreach. By maintaining an open dialogue with the scientific community and actively participating in discussions, the project can mitigate the risks of misinterpretation and reinforce the credibility of its messages. This proactive stance will help build resilience against vulnerabilities in communication and ensure that the core objectives and values of the project remain at the forefront of public discourse.

This strategy includes selecting discussion areas across various media (social media profiles and media channels) while excluding those where external moderation lacks specific community management guidelines.

Guidelines on posting priorities: when to post

The communication of TETRIS must be **timely**, especially with regards to the publication on social profiles.

In planning content, publication priority must be given, in order, to:

- ongoing events relevant to the project, imminent and of high strategic and communicative value, particularly newsworthy and current;
- results achieved and relevant activities of the project partners and consortium members;
- press review on the project.

Timetable for an effective campaigning approach

To ensure the visibility of the initiatives and events promoted, each initiative relevant to the TETRIS project must involve the communication team to allow timely planning of pre-, during and post-event promotion activities on social media (as well as in multi-channel communication).

For this reason, any activity for which communication is necessary must be communicated to the project officer at least six weeks before the date of the event. In the following weeks:

- the contents must be defined, the participants and guests / speakers, the languages in which the communication must be translated, the coordinated image must be designed and created (which must also be adapted to the social formats deemed necessary), and the keywords and reference hashtags, which will be inserted in the posts from the first communication on the matter. In the case of initiatives that involve the construction of an event page on social media, this must be done before the publication of the first promotional post.
- During the events, in case of live-tweeting, a list of approved tweets must be defined in advance. In case of live-posting, a list of approved posts must be defined in advance.
- In the follow-up of the event, it is advisable to continue to use the hashtag in the posts relevant to the topics of the event, also taking up initiatives promoted by third parties.
- In case of communication of events promoted by the EU Commission or by other EU online platforms, it's recommended to use all channels, hashtags and means made available by institutional partners to ensure maximum visibility.

2.5 Media

Media outreach and communication is essential to **broaden the audience** of the project and make it known to stakeholders on a large scale.

Communication through the press, radio and TV has a local connotation, for this reason the press office activities will be led by a central press office that will coordinate the work for four other press offices / press officers located in the four cities whose contribution will be empowered by the dedicated person and key contact supporting WP10 leaders during the

project lifetime. Each of them will have the task of collecting the requests of the local media and processing them according to the rules of this DECO strategy, coordinating with the central press office when deemed useful and at the same time being called to be proactive towards the local and national press, to ensure maximum visibility of the project. The PPs will also be responsible for collecting local press reviews, identifying and reporting on relevant local facts that are particularly interesting for project communication (or making the project more communicable at local level), monitoring local events and agendas, local publications, the translation of press releases into the local language.

Local press officers are recommended to use media contact lists in accordance with current rules on privacy and data processing.

From M6, March 2025, an internal folder has been co-built and shared with the PPs and key contacts in the cities. During the following months it will be updated, containing:

- accurate and updated information and contacts on the PPs
- a background document that summarises the project, values, participants, milestones
- the profiles of official and local spokespersons
- a database of authorised photos (of people, places, events), of images and of videos and frames free of copyright that can be shared with the press.

Researchers and technical partners will always be consulted and involved in interviews where their know-how and role can guarantee quality and credibility in communication.

To facilitate press review operations and have complete reports on the performance of Media PR activities, monitoring activities through specific tools will be taken into consideration. The press releases, in the various phases (outreach, launch and follow-ups), will be coordinated by the central press office at least one month in advance of each launch and whenever possible in close cooperation with the PPs institutional communication offices wherever available. The communication materials will be adjusted from time to time to give the press concise and profiled contents on the needs of each reporter. The press kit will always contain a folder which is the archive of the past press releases, background documents and press clippings.

The first press launch of the project presentation is now scheduled for September 2025 (M12), after the GA in person, to be confirmed with the Consortium.

Finally, the PPs are expected to be the first to be involved. PPs should remember:

- to follow TETRIS profiles and hashtags;
- to communicate to the WP10 leaders their social profiles and websites;
- to communicate to the WP10 leaders any relevant profiles and websites to follow and to keep in touch with;
- to invite followers to follow the TETRIS profiles (Facebook, Instagram, LinkedIn, and after YouTube and eventual other social channels that will be adopted);

- to share TETRIS post with their communities;
- to share relevant information and events WP10 leaders could include in the communication strategy.

2.6 Newsletter

The newsletter is a direct means of communication with the targets that must be optimized to give a **targeted and interesting communication** to each target, bringing together the relevant highlights, useful and practical information.

The TETRIS newsletter strategy aims to foster effective communication, engage diverse audiences, and activate advocacy campaigns. It will consist of a general newsletter and tailored newsletters for patients, caregivers, and specific associations. This dual approach will ensure relevant content reaches each target audience while promoting awareness and involvement in advocacy efforts.

The general newsletter will provide updates on TETRIS activities, research findings, and upcoming events while highlighting collaboration opportunities and community involvement. It will also raise awareness of advocacy campaigns related to cancer research and patient care. The content will include a brief overview of the newsletter's purpose and highlights, followed by the latest developments in TETRIS research and initiatives, along with success stories and testimonials from stakeholders. Information on upcoming events, such as conferences, webinars, and community meetings, will be included, along with a call to action for participation and engagement. An advocacy spotlight section will feature a specific advocacy campaign, detailing its goals and how to get involved, while sharing resources and tools for readers to support advocacy efforts. The newsletter will also highlight collaborations with partner organizations and associations, promoting opportunities for readers to contribute ideas and feedback, and will provide links to relevant research papers, articles, and resources to encourage sharing within their networks.

In addition to the general newsletter, there will be a tailored newsletter for patients, caregivers, and specific associations, focusing on meeting the specific needs and interests of these groups. This newsletter aims to foster a sense of community and support among readers while empowering them to participate in advocacy campaigns and share their experiences. It will include a personalized welcome message acknowledging the audience's unique experiences and challenges, followed by patient stories that foster connection and understanding, highlighting success stories related to TETRIS initiatives. Practical health and wellness tips will be provided, offering advice on managing health, treatment options, and emotional support, with links to resources and organizations that can help. Specific advocacy campaigns relevant to patients and caregivers will be spotlighted, providing actionable steps for involvement, including sharing materials on social media. The newsletter will list community resources such as support groups, local events, and organizations that can assist patients and caregivers while encouraging readers to connect

with local associations. Finally, it will invite feedback and engagement, encouraging readers to share their stories and suggestions for future newsletters and participate in surveys or discussions related to advocacy and support.

The implementation and distribution of the newsletters will involve sending the general newsletter monthly, while the patient and caregiver newsletters will be sent monthly. Distribution channels will include e-mail platforms, social media, and the TETRIS website to maximize reach. Engagement metrics such as open rates and click-through rates will be tracked to evaluate effectiveness and adjust strategies accordingly.

In conclusion, the TETRIS newsletter strategy will serve as a vital communication tool, keeping all stakeholders informed, engaged, and activated in advocacy efforts. By tailoring content to specific audiences and emphasizing community and support, TETRIS can strengthen its impact and foster meaningful connections within the cancer research community.

2.7 Workshops and Events

Workshops and events are a central part of the TETRIS project because they allow the **sharing of tools and knowledge** with the bearers of the project's messages and objectives. The planned events are, to date, the following:

The kick-off event has been held in October 2024

Gathering all consortium partners. The meeting will define the initial roadmap, establish working groups, and set the operational framework for the first year.

First GA event in person: Barcelona, September 2025

Taking place in September 2025 in Barcelona as the annual General Assembly and after the Radiogenomic Consortium Congress conference.

Breakfast with policy maker /regulators: 6 events - from Year 2

Starting in Year 2, six informal breakfast meetings will be held with policymakers and regulators to foster dialogue on regulatory challenges and align project outputs with policy needs.

Scientific dissemination breakfast: 6 events - from Year 2

Beginning in Year 2, six scientific breakfasts will be organised to share interim research findings and promote exchange between researchers and stakeholders.

Final event (end of project)

The final event will showcase project results and policy recommendations to a broad audience, including decision-makers, researchers, and the public. It will feature keynote sessions and interactive panels.

2.8 Communication formats and multimedia

Effective communication also depends on the choice of formats that can boost the objectives of informing, creating clear reports on the results achieved, engaging, involving and bringing project communication in an **accessible and usable way** in the daily life of the target communities.

The selection of formats is even more important to reach diverse audiences.

For this reason, the formats to be preferred for communication and dissemination on the various channels will be:

- Short video (institutional, testimonies, expert statement, divulgative contents)
- Infographics
- Infotainment or edutainment podcast

2.9 Networking with other projects

Networking and joint communication with other projects that share the project values will help to :

- reach new indirect audiences;
- increase its awareness towards communities sensitive to the topics covered;
- increase the multiplier effect;
- support the dissemination and adoption of research results making them useful to new stakeholders;
- capture ideas from other projects and joint communication opportunities;
- know best practices to make the project relevant in daily life;
- make the social media plan on point: others' relevant events need to be considered while the project's campaigning loop is planned.

The touchpoints and networking moments are:

- Social + through tagging, mentions, in reference to events
- Participation in events of European and global significance
- Participation in scientific events
- Support specific event lead by relevant audiences (e.g. advocacy groups)
- Opportunities for direct relationships aimed at cooperation on project objectives

For TETRIS, effective networking requires that all emerging contacts and opportunities are continuously updated in the **stakeholder map**. These relationships should be further

analyzed using a structured approach to prioritize Interactions and define the responsibilities for managing them, based on the opportunities they offer and the expertise needed to maximize their impact.

Each new connection should ideally be integrated into the stakeholder map, with a note indicating its potential area of interest within TETRIS.

Additionally, training sessions for project partners (PPs) will always include a dedicated focus on strategies for maintaining continuous and effective follow-up with new stakeholders, ensuring long-term engagement and collaboration.

3.Consistency of communication: the unique communication mandate

Ensuring consistent communication is essential for TETRIS. Given the complexity of its main topics for a general audience in particular, a shared understanding of key terms is crucial. To support this, a glossary will be developed in collaboration with PPs and will be included as an annex to this document later on.

The uniqueness of the TETRIS communication mandate relies on several key aspects:

Providing clear and comprehensive information from the very first interaction across all TETRIS communication channels. Embedding the project's mindset into practical actions, as decision-making processes often communicate more effectively than words.

Ensuring proper training and orientation for all new collaborators, even if their involvement is brief or voluntary, to prevent individual interpretations from shaping the project's narrative.

Proactively addressing potential misinterpretations by fostering a culture of clarity and kindness in communication. To further strengthen this, a **position paper with FAQs** on the project's objectives, target audience, and key aspects will be developed. This document will be co-designed with partners to reflect the most common questions and misunderstandings, ensuring alignment and clarity across all communication channels: wording and meanings.

4. Stakeholder Engagement Actions

Every communication tool and every communication opportunity must be organized to host an explicit "call to action" that **invites groups to participate** in the project taking into account different possible levels of involvement.

In general, the target can:

- stay up to date on the project (by subscribing to the general and patients newsletter, following social profiles);
- participate in social media communication through comments;
- share the project with their communities (via email and inviting them to like them on social networks);
- request direct contact to join the project or advocacy campaigns;
- request direct contact for the project element as a partner and make tools and spaces available;
- introduce an interested stakeholder or partner;
- propose a collaboration with a specific project that also involves other stakeholders;

Likewise, in all multi-channel communication actions, the proactivity of the targets must be encouraged through, for example:

- Communication aimed at highlighting the activities of stakeholders that aim to raise awareness on value topics relevant to TETRIS
- Communication regarding the results of research conducted by third entities considered relevant for the project
- Specific communications that give visibility to those who offer their support as a partner and to the initiative created within the collaboration (also through the launch of joint press releases)
- The visibility on the activities carried out by those who are volunteers in the project
- The presentation of the people who collaborate in the project
- Incentives to share on social networks and newsletters

The communication formats are very important to ensure continuity in the relationship with the public who are not involved (or not yet ready to get involved in the project).

For this reason, it is advisable that the contents aimed at this specific target are those that do not require a high level of attention to be enjoyed and that the stories that are told are divided into "**episodes**", precisely in order to create a **recurring relationship**.

Attract the media attention

To ensure that the information distributed to the press, radio and TV is interesting, the news will be subjected to an internal **data consistency and interpretations of information double-check process to maximise the number of data and number to be spread when results are public.**

To make sure news is attractive to the press, communicators in charge will double-check that:

- the organisation that disseminates the news is also a primary or institutional source of the news, ascertainable and accredited;
- the news is true and unpublished, recent;
- the findings impact on a large number of individuals;
- the news concerns people in relevant positions/vulnerable position;
- the news has an impact on a vast territorial area and on a conspicuous number of individuals;
- the fact has relevance in the present day or as a function of future developments;
- the news has relevance for the target of the newspaper that is asked to disseminate it;
- the content is of quality: the numbers are fundamental;
- the format in which the news is spread is appealing to the audience of the media chosen;
- the Tone of Voice of the news is suitable for the media audience to which it is addressed for dissemination.

5.Validation, monitoring, tracking, reporting and evaluation in communication

In the day-to-day, the impact and performance of the project's communication actions need to be monitored, tracked, measured and reported.

But what are the **most relevant metrics** to keep an eye on?

Online

Possibly through a **digital tool** which can monitor and track data, help in creating reports and in giving a first evaluation of the performance (social media and online media). Digital tools can automate the process to **save time** and get a **clear and correct overview**.

Social Media, possible KPIs. e.g., Quantitative Number of clicks, likes, shares, tags, video views, new followers, profile visits, engagement rates, cost per result, use of hashtags and influence of the accounts that use it etc. e.g., Qualitative Types of comments received, their tone, the number of people they reached, the types of followers, impressions, traffic data, ratings, word clouds.

Website. Visitors, and unique users, origin of the traffic, number and type of visitors, referent sites.

Newsletter. Performance (newsletter opens, clicks, shares, etc.)

PR traction, possible KPIs. Mentions, quality of the articles, tone (positive, negative, neutral), reach, reliability of information, importance of the media, adequacy of the target audience, position of the article, possible sharing of the content on social network accounts, reactions to the article, agenda building skills.

Offline.

TETRIS Institutional role and relevance: presence in relevant institutional events, effectiveness of institutional meeting and institutional communications opportunities, good mentions, awards.

Stakeholder relations: local network opportunities and values that generate, new stakeholders/month, new active collaborations.

Participation: new volunteers, new projects born, new ongoing proposal-activities, number of causes actively supported.

Patients and caregiver engagement and involvement: KPI based on specific achievement in patients' engagement, participants in advocacy campaigns, number of advocacy campaigns

In particular, a set of KPIs has been defined to monitor the **successful deployment** in terms of **efficiency and effectiveness** of communication and dissemination activities.

These indicators comprise:

Table 4: *TETRIS communication and dissemination KPIs*

Outputs/KPIs	Measurement Unit	Target Value
Project Website (Initial version/landing page)	-	1
Project Website (final version)	-	1

Project Visual Identity	-	1
Project DECO strategy	-	1
Project brochure	Number of items	1
Project informative leaflets	Number of items	3 to 5 (local languages + 1 final)
Newsletters launched	Number of launches	18 to 10
Press launch	Number of launches	3 to 5
Video	Number of media outputs	3 to 5
Number of events organised (both as PPs directly and involving target population of the research)	Number of events	5
Scientific publications	Original articles (review and research)	10
Resources shared	Number of resources	40
Website	Unique visitors	2000
Posts of dissemination on Facebook	Facebook Posts	120
Posts of dissemination on LinkedIn	LinkedIn Posts	120
Number on IN, FB and IG followers provided by the partners	Followers	100
Press release clippings	Clip	> 50

Dissemination activities or scientific events organized by the consortium by partner	Activities/partner	>5
Scientific events attended by PPs	Number of scientific events/partners	>10
Patients engaged in the comms	Number of patients (external)	300
Number of advocacy campaigns	Number of campaigns	5

Number of TETRIS replication/exploitable product/opportunities	Number of mentions in press release	3
Number of events where results are presented	Number of the events	8
Number of dissemination actions developed by the PPs	Action/partner	3
Number of dissemination actions developed by the network involved	Number of actions	5
Number of newsletters on the research results	Number of newsletters	10
Press launch dedicated to research and solutions with decision-makers	Number of launches	<5
Number of infographics on the research results on the social media	Number of posts	20
Number of awards and mentions	Number of awards and mentions	3 to 5

6. Internal Communication

Structured internal communication is essential so that all strategic fine-tuning opportunities are exploited, communication, exploitation dissemination and outreach activities take place in a **coordinated manner** according to a **timeline** that is clear to all partners and to improve the communicative performance of the project making it attractive for every target and on every presentation occasion.

To make this possible, a folder is going to be shared with all PPs to access which will be updated by WP10 leaders, in particular, including:

- The DECO strategy
- The visual identity and guidelines and materials (project templates, logos, iconography, fonts, references imagery)
- Communication guidelines
- The internal contacts, which is recommended to be kept updated with the names and emails of the contact people for operational activities (communication, translations for the cities), with the contacts for the various research areas and any other relevant contacts and addresses updated of websites and social media profiles
- The multi-channel communication plan and in particular the social publishing plan
- A stakeholder map to be drawn up jointly with partners
- The calendar of events, in which it is recommended any manifestation of interest in advance is reported
- The logos of the organisations
- The press kit and authorised photos
- The press review and corresponding repository
- The collection of brochures and all executive of official communication materials,
- The project meetings' minutes
- A folder to share ideas, articulate winds of interest to keep an eye on

It is also recommended that the PPs **promptly update** and **integrate** these shared materials whenever data and information change or can be updated to allow the information shared and used by other partners to always be **correct and consistent**.

TETRIS project partners and contact information for communication have been requested by the PC and are updated on the internal project repository.

7. Quality Assessment and Risk Analysis

The risk analysis plan is implemented and monitored by the communications team to ensure that **proper and immediate mitigation measures** are foreseen to solve and mitigate any possible issues.

Table 5: *Quality assessment and risk analysis*

KPI-Actions to reach the target	Risk	Mitigation actions
Active strategy to networking, dissemination of activities and results, Partners fully committed to disseminating TETRIS practices in all the forums and networks where they participate	Poor performance of TETRIS proposed DISSEMINATION ACTIONS Lack of interest in the scientific community Low participation on the advocacy campaigns	Interactive website Attractive set of dissemination layouts and formats, edutainment on informative contents Establish an informal dialogue and opportunities to understand patients and caregiver needs
Communication and dissemination strategy build starting from vulnerability	Avoid bad buzz around the project and misleading interpretations from the online communities and from the media	Glossary Monitoring of the social media feedback Background documents for the media Double check from internal expert on data and interpretation of results. Double check with internal patients on sensitive words and topics

8. Timeline and work plan

In order to achieve the objectives set out by the Agreement according to the guidelines of this DC plan and DECO Strategy, a **timeline of actions** concerning the first eighteen months of the project is presented below.

The DC plan and DECO Strategy is a **living document**, to be updated regularly.

Its main actions and its timeline may be found below:

End of May 2025 -

DECO Plan

- Lean Visual identity design
- Power point, deliverables template
- Social media design format
- Roll-up for the partners (to be printed locally)
- Start to plan the project toolkit
- Start to design the institutional video
- Operational activities for the annual event

End of June 2025:

- First version of the website
- Media narrative design plan
- Communication design activities with patients
- Social media policy workshop with the PPs
- Press outreach
- Material for the General Assembly
- Implementing press kit
- Leaflet – short version

September 2025

- General Assembly in Barcelona
- DECO plan final delivery
- First website release
- First press launch (to be confirmed)



End of 2025 - January 2026

- Outreach Advocacy event - Dec 2025 (TBC)
- DECO implementation with the project Glossary, social media policy for partners, position paper on vulnerable topics and FAQ
- Social media strategy 2026
- Plan of the dissemination events 2026
- Media narrative design 2026
- Advocacy campaign plan 2026
- Press office plan 2026
- Advocacy campaign design 2026

February 2026 -

- Website third release

All updates regarding communication and dissemination actions will be duly reported.



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ANNEXES

Annex 1 – Logo design_draft1 (ita)

Annex 2 – Logo design_draft 2 (eng)

Annex 3 – Presentation to PPs of the DECO strategy from WP10 team

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1	<i>TETRIS communication objectives per target audience</i>	18-22
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LIST OF FIGURES

None – see annexes



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