



European Health Data Space for Secondary Use @CY - CY-EHDS-2ND

Proposal number: 101129405

D2.1: Dissemination, training and education plan

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ABBREVIATIONS

CHDS	Cyprus Health Data Space
COO	Coordinator
CoP	Community of Practice
CY-EHDS-2ND	European Health Data Space for Secondary Use @CY - CY-EHDS-2ND
EC	European Commission
EHDS	European Health Data Space
EHR	Electronic Health Record
EU	European Union
HaDEA	Health and Digital Executive Agency
HDAB	Health Data Access Body
KPI	Key Performance Indicators
NeHA	Ethniki Archi ilektronikis Igeias
WP	Work Package

EXECUTIVE SUMMARY

The dissemination, training and education plan for the CY-EHDS-2ND project establishes a strong foundation for sustained collaboration among project partners and key stakeholders by fostering active partnerships and building effective networks. This plan also includes strategies to further enhance the project's visibility and overall impact.

The CY-EHDS-2ND dissemination, training and education strategy utilizes a range of comprehensive approaches. These activities are in alignment with the EU4Health programme's goal to "strengthen health systems" and the European Union's (EU) priority of "A Europe fit for the digital age," while also supporting the development of the European Health Data Space (EHDS).

This document details the project's objectives, identifies relevant stakeholder groups, and defines key messages to ensure targeted communication and effective delivery. It also outlines internal communication processes and documentation methods for the project.

The following Sections focus on communicating with external audiences and stakeholders. This includes aspects such as visual identity and branding, the design of the CY-EHDS-2ND website, social media management, and the organization of webinars, workshops, and events. Additionally, it addresses networking with influential players and the creation of digital dissemination materials. The strategy concludes with a system for monitoring Key Performance Indicators (KPIs), which will be used to assess and measure the impact of communication activities.

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1 INTRODUCTION

The CY-EHDS-2ND aligns with the European Commission (EC)'s commitment to a "Europe fit for the digital age" and furthers the objectives of the EU4Health Programme by enhancing health systems. This project aims to enable Cyprus to establish and deploy services for its Health Data Access Body (HDAB), including its minimum business capabilities [1], and to provide cross-border connections for the large-scale deployment of HealthData@EU, to facilitate the EHDS regulation's implementation.

This document outlines the project's dissemination, training and education plan, crafted to effectively articulate and promote the core objectives and activities of the CY-EHDS-2ND. It emphasizes the project's pivotal role in the broader context of digital health transformation across Europe. This Section will lay the foundation for a detailed exploration of how the project plans to disseminate campaigns targeted to the promotion of HealthData@EU among citizens, data holders and data users. Specific communication targeted to data holders and data users, scientific communities of the HDABs function and responsibilities. In addition, it will conduct specific training activities for data access body staff, data holders and data users. The training should allow the different actors to grant/get access to data and to obtain a solid understanding of the system. Generation of educational material such as guidelines, instructions, leaflets, manuals, including its release in the public domain.

This dissemination and communication plan is crucial for establishing a transparent and effective dialogue between the project partners and key stakeholders, including data holders, data users and scientific communities. By clearly detailing this strategy, it demonstrates how the CY-EHDS-2ND will not only meet its objectives but also cultivate an environment of collaboration and innovation through strategic communication. A central part of the dissemination and communication strategy will be the early involvement of targeted stakeholder groups.

The last Sections will delve into the specific goals and objectives of the project's dissemination efforts, describe the key messages, outline the targeted communication channels, and explain how these elements integrate to support the overarching aims of the CY-EHDS-2ND. This approach underscores the integral role of effective communication in the success of the project and in the broader landscape of EU health system strengthening and digital transformation.

1.1 Scope and Objective of this Deliverable

The objectives outlined in this document cover several critical aspects. Firstly, they involve establishing the core goals that form the foundation of CY-EHDS-2ND's dissemination, training, and education plan. Secondly, the objectives focus on accurately identifying and targeting various stakeholder groups to engage them effectively in shaping the project's deliverables and supporting dissemination efforts. Additionally, a comprehensive action plan has been crafted to ensure clear and effective communication of CY-EHDS-2ND's activities and outcomes. This includes careful selection of appropriate channels, tools, and media to facilitate these efforts. Finally, KPIs are set to track progress and evaluate the overall success of the dissemination and communication plan.

This strategy is designed to enhance the efforts of all Work Packages (WPs), ensuring that project activities are highly visible, accessible, and impactful. Integrated within WP2 activities, the dissemination and communication plan serve several key functions. It keeps partners and a diverse range of stakeholders informed and engaged with project outcomes, fostering collaboration. Additionally, it aims to deliver a clear and consistent message about the project to all stakeholders, and it actively supports both in-person and

virtual events to facilitate knowledge exchange among key participants. The plan also focuses on creating dissemination materials tailored to different audiences, establishing a visual identity that is essential for effectively communicating the project's results.

These combined efforts are intended to strengthen existing partnerships and broaden stakeholder engagement. Ultimately, CY-EHDS-2ND aims to make a substantial impact at local, regional, and national levels by establishing and reinforcing communication links with relevant research initiatives.

2 DISSEMINATION, TRAINING, AND EDUCATION STRATEGY

2.1 Goals and objectives

The objectives of the Communication, Dissemination and Visibility Roadmap plan encompass several key goals:

- **Background and General Objectives:** Outreach activities will centre on providing the audience with a concise overview of the EHDS, emphasizing its goal to effectively leverage health data for both primary and secondary purposes. The communication will detail the importance of establishing the HDAB as a key component of the EHDS infrastructure for the secondary use of health data. Additionally, it will outline Ethniki Archi elektronikis Igeias (NeHA) role as a competent authority overseeing the HDAB and its alignment with the eHealth Law [2]. The need to enhance NeHA's digital capabilities and to build connections with HealthData@EU will also be conveyed as essential steps in advancing the development of EHDS for secondary health data use.
- **Audience Identification:** Our outreach efforts will target the following key groups: national and EU-level policymakers and regulators, healthcare professionals and practitioners, researchers and innovators within the healthcare sector, citizens and patient advocacy organizations, and media outlets and journalists specializing in healthcare and technology.
- **Targeted Communication Channels:**
Our communication strategy includes the following channels:
 - **Official Website:** Develop a dedicated section on NeHA's website to offer in-depth information about Cyprus's involvement in the EHDS and HDAB. This will include background details, objectives, and updates on progress of the project. This website will act as the starting point for developing the transparency portal for the Cyprus HDAB, which will be part of the broader effort to implement the corresponding EHDS2 digital business capability [1]. However, the development of the transparency portal itself falls outside the scope of this project. It will be planned and carried out using resources that are separate from the current project.
 - **Press Releases:** Distribute press releases to announce key milestones, achievements, new partnerships, and policy developments related to Cyprus's engagement with EHDS and HDAB.
 - **Social media:** Keep social media accounts active to provide regular updates, share relevant news articles and infographics, and engage with stakeholders.
 - **Stakeholder Meetings and Webinars:** Host meetings, webinars, and workshops to interact with policymakers, healthcare professionals, researchers, and the public. These events will offer detailed information, address questions, and collect feedback.
 - **Newsletters:** Publish a periodic newsletter to keep stakeholders informed about progress, policy.

- **Media Engagement:** Reach out proactively to journalists and media outlets to offer interviews, expert opinions, and press briefings. This aims to increase awareness and understanding of the EHDS and Cyprus's role in it.
- **Tailored Messaging:**
 Our communication strategy will include customized messages for each key stakeholder group:
 - **Policymakers and Regulators:** Highlight how Cyprus's initiatives align with the EHDS objectives, underscoring the role of the HDAB in supporting evidence-based policymaking and enhancing cross-border collaboration within the European health data ecosystem.
 - **Healthcare Professionals and Practitioners:** Focus on the advantages of EHDS and HDAB for improving patient care, enhancing prevention and early diagnosis, expanding research opportunities, and providing access to anonymized health data to support evidence-based practices.
 - **Researchers and Innovators:** Emphasize the access to extensive health data through the HDAB, encouraging collaborative research, driving innovation, and exploring funding opportunities within the EHDS framework.
 - **Citizens and Patient Advocacy Groups:** Stress how EHDS and HDAB contribute to better healthcare services, personalized care, and robust privacy protections, while empowering individuals with greater control over their own health data.
 - **Media Outlets and Journalists:** Provide straightforward and engaging information about Cyprus's involvement in EHDS via NeHA, detailing the project's objectives, achievements, and its potential benefits for healthcare services and research.
- **Implementation Timeline:**
 - **Initial Launch:** Announce Cyprus's goal to become an active participant in the EHDS and the establishment of the HDAB. This launch will focus on raising awareness and capturing the interest of key stakeholders.
 - **Awareness Campaign:** Execute a comprehensive awareness campaign across multiple communication platforms to educate stakeholders about EHDS, HDAB, and the advantages of Cyprus's involvement.
 - **Progress Updates:** Provide consistent updates through press releases, website updates, and social media posts. These updates will highlight milestones, new partnerships, and policy developments.
 - **Stakeholder Engagement:** Host stakeholder meetings, webinars, and workshops to engage with policymakers, healthcare professionals, researchers, and citizens. These events will address their questions and gather valuable feedback.
 - **Ongoing Communication:** Ensure regular communication through newsletters, social media, and other channels. This will keep stakeholders informed about project progress, challenges, and opportunities, while also addressing inquiries and comments received.
- **Evaluation and Feedback:** We will assess the effectiveness of our communication efforts by monitoring media coverage, analysing website traffic, tracking social media engagement, and reviewing stakeholder feedback. To gain deeper insights, we will conduct surveys, interviews, and feedback sessions with stakeholders to evaluate their understanding and identify areas for improvement. This ongoing review process will enable us to make necessary adjustments to the communication strategy based on the feedback received and emerging needs, incorporating valuable lessons learned.

Our primary objective is to ensure that Cyprus not only effectively communicates its commitment to the EHDS but also actively engages stakeholders and garners support for the establishment of the NeHA HDAB. In addition, the progress of the project will be included in the communication channels mentioned above. This will contribute significantly to the EU, fostering better healthcare services, prevention, and early diagnosis for both Cyprus and the broader EU.

2.2 Key Messages Describing the Goals and Assets of the Project

The project's key messages are carefully crafted to effectively summarize and enhance its reception among a diverse range of stakeholders. To achieve this, these messages must embody the following characteristics:

- **Relevance:** Directly tied to the project's objectives, WPs, and subject matter.
- **Clarity and Conciseness:** Particularly important for social media, ensuring the messages are easily understood by all.
- **Tailored:** Specifically designed to resonate with the targeted audience or stakeholders.
- **Strategic Approach:** Clearly outlining when, how, and to whom the messages are communicated.
- **Compelling Nature:** Designed to capture and sustain interest in the project.
- **Integrative and Comprehensive:** Coordinated efforts across WPs and other EU-funded projects to develop consistent assets.
- **Cyprus's Dedicated Legislation:** The Cyprus eHealth Law (N.59(I)/2019) [2] has been established to support eHealth initiatives, with NeHA (Article 4 of the eHealth Law) overseeing the HDAB, fulfilling one of the requirements set forth by Article 10 of the proposed EHDS Regulation for creating a national Digital Health Authority.
- **Cyprus's Commitment:** Cyprus aims to actively participate in the EHDS and to establish the HDAB to advance its role in the EHDS.
- **EHDS Objectives:** The EHDS aims to optimize the use of health data for both primary and secondary purposes.
- **NeHA's Role:** NeHA will act as the implementor and coordinator for the HDAB in Cyprus, overseeing tasks related to data control, data permit authority, and data management for secondary health data use.
- **Benefits of EHDS:** The EHDS will enhance policymaking, healthcare services, research opportunities, and innovation.
- **Member State Participation:** Active engagement from all Member States is crucial for creating an interoperable and secure health data exchange environment, ultimately contributing to a more integrated EU.

3 STAKEHOLDER INVOLVEMENT

3.1 Target Audience and Stakeholder Mapping

To map relevant stakeholders, a file was set up for specific organisations and associations related to data holders. The repository considers the specific expertise needed for evaluation of the individual deliverables to be elaborated during the CY-EHDS-2ND. The repository will be monitored and updated throughout the process by WP2. Table 1 “Relevant target groups of the CY-EHDS-2ND” below gives guidance which stakeholders should be considered in the repository. These will constitute the targeted audiences within the CY-EHDS-2ND.

Table 1: Relevant target stakeholder groups of the CY-EHDS-2ND

Stakeholder Groups	Stakeholders
Healthcare Professional Bodies	• Cyprus Medical Association • Cyprus Dental Association: Represents dental practitioners. • Cyprus Nurses and Midwives Association: Represents nursing and midwifery professionals. • Cyprus Pharmaceutical Association: Represents pharmacists and oversees pharmaceutical practice. • Pancyprrian Association of Physiotherapists: Represents physiotherapy professionals. • Cyprus Optical Association: Represents opticians and optometrists. • Cyprus Dietetic and Nutrition Association: Represents dietitians and nutritionists. • Pancyprrian Psychologists Association: Represents psychology professionals. • Association of Registered Speech-Language Pathologists: Represents speech and language therapists. • Pancyprrian Ergotherapists Association: Represents occupational therapists. • Cyprus Medical Physics Association: Represents medical physicists. • Cyprus Society of Registered Radiologic Technologists and Radiation Therapy Technologists: Represents professionals in radiologic technology and radiation therapy. • Cyprus Chiropractic Association: Represents chiropractic practitioners. • Association of Clinical Laboratory Directors, Biomedical and Clinical Laboratory Scientists: Represents professionals in clinical laboratory sciences.
Policy Makers	• Ministry of Health • National eHealth Authority
Healthcare providers	• State Health Services Organisation and all of its hospitals and medical centers (e.g. Nicosia, Limassol, Larnaca, Famagusta and Pafos General Hospital, Cyprus, Makarios III, Thalassaemia Center, etc.) • Cyprus Association of Private Hospitals • Other Healthcare providers practicing in Cyprus

Researchers/ Innovators	• University of Cyprus (UCY) • University of Nicosia • Cyprus International Institute for Environmental and Public Health • European University • Frederick University • Neapolis University • Open University of Cyprus • UCLan Cyprus • Cyprus Cancer Research Institute • Bank of Cyprus Oncology Center • The Cyprus Institute • KIOS Research Center • CYENS Center of Excellence • Cyprus Institute of Neurology and Genetics • CY-Biobank • Karaiskakio Foundation • Cyprus Cancer Research Institute • Bank of Cyprus Oncology Center • German Oncology Center • Cyprus Statistical Service – Health Data Division
Industry	• Medochemie • Remedica – Global Generics Manufacturer

3.2 Involvement of Stakeholder Organisations

Collaboration with the stakeholder organizations is a key component of the communication strategy for the CY-EHDS-2ND project. This collaboration underscores the significance of establishing and maintaining strong partnerships. By working closely with these influential groups, the project aims to extend the reach of its messages and activities, thereby increasing engagement and securing support from crucial stakeholders. Strategic alliances with relevant organizations will amplify the project's impact, raise awareness about the development and implications of the EHDS, and enhance understanding of the project's objectives and outcomes. Engaging with stakeholders ensures that communication efforts are aligned with the broader community's needs and interests, contributing to the project's overall success and ensuring that the deliverables meet the expectations of future users.

Bi-directional engagement and synergy with external stakeholders: The project aims to actively involve all stakeholders, including those outside the consortium, in a continuous feedback loop. However, it is critical that this process is managed in a controlled and transparent manner, with any engagement requiring approval from the project's coordination before proceeding. Clear documentation of all interactions with external stakeholders will be maintained. To facilitate this, along with the communication channels outlined in subsequent sections, these bi-directional activities will be optimized to ensure effective third-party engagement. The CY-EHDS-2ND Project Coordinator and WP2 will oversee these efforts, ensuring they are aligned with the project's overall communication and dissemination strategy, thereby promoting successful and targeted stakeholder involvement.

Engagement with national and European Commission-funded projects: Important stakeholders include other EC-funded initiatives and national projects involved in the development of the EHDS and the EU4Health programme. The CY-EHDS-2ND Project Lead or designated project partners will participate in virtual synergy meetings where CY-EHDS-2ND is invited, presenting the project's progress to the broader research community. Additionally, they will encourage representatives from other projects to join CY-EHDS-2ND virtual engagement events. WP2 will prepare dissemination materials for these broader audiences, ensuring that the project's progress and findings are communicated effectively. Special attention and close collaboration will be maintained with ongoing projects such as TEHDAS2, Quantum, Capacity Building, HealthData@EU, National initiatives network, the secondary use of health and social data, and Community of Practice (CoP) Subgroups meetings, where dedicated agenda items will focus on information exchange across these initiatives.

Diverse stakeholder engagement: WP2 will be responsible for monitoring the engagement levels of various stakeholders and analysing feedback from these activities. This will help identify any stakeholder groups that may have been overlooked or are under-engaged. Regular reporting on KPIs related to dissemination and engagement will be conducted to assess the impact of communication efforts. These reports will also address any challenges or opportunities that arise, aiming to enhance awareness and engagement with targeted stakeholders and ensuring the project operates smoothly.

Involvement of external stakeholder organisations will be achieved through:

- **Industry conferences and events organized by external parties:** WP2 will represent CY-EHDS-2ND where participation aligns with the project's success and dissemination goals. WPs are encouraged to engage in these events independently but will receive support in the form of dissemination materials from the project. Decisions regarding participation in such events will be made by the coordination team. WPs are asked to inform the project coordination team and WP2 of their involvement in third-party events to ensure coordination of communication and dissemination efforts, such as through LinkedIn posts or references. Additionally, all participation in external events will be continuously updated on the CY-EHDS-2ND project website to highlight stakeholder involvement. A centralized project calendar was established and maintained to track these external events and provide a comprehensive overview of participation opportunities.
- **Monitoring and evaluation:** To effectively monitor and evaluate the project's impact, CY-EHDS-2ND will organize feedback sessions and online surveys with dedicated stakeholder groups. These sessions will be scheduled at key milestones to gather valuable insights, assess impact, and address any concerns. The feedback sessions will involve targeted stakeholder expert groups, particularly for shaping specific project deliverables, as detailed in chapter 8. WP2, in collaboration with the relevant WPs responsible for the deliverables, will organize virtual "briefing workshops" to introduce these expert groups to the EHDS and pertinent topics. Prior to or at the beginning of these workshops, experts' knowledge and potential concerns will be assessed. This will be achieved either through an online survey sent out before the workshops or through a real-time survey conducted during the briefing workshops using tools such as Mentimeter or Pingo.

This feedback will be instrumental in aligning and adjusting the project outcomes to better meet stakeholder needs and expectations, promoting continuous improvement throughout the project lifecycle. Regularly assessing the knowledge levels of target audience groups will also provide opportunities to revise and enhance dissemination strategies, ensuring they remain effective as the project progresses.

3.3 Targeted Stakeholder Expert Groups Involvement for Shaping Dedicated Project Deliverables

During the project, visibility will be enhanced through active participation and diverse contributions in national-level workshops, while laying the groundwork for meaningful citizen engagement. The process begins with identifying relevant stakeholder organizations, followed by the creation of a comprehensive stakeholder list. This strategic approach ensures that external communications about events and workshops are well-targeted.

- **Organization of Engagement and Education Activities:** These activities, supported by WP2, will be conducted through face-to-face or online meetings as agreed by the project partners and according to the project's needs. All project partners are encouraged to actively contribute, whether by participating in these activities or providing feedback as requested.

Data users which are entities that request health data for secondary use from Cyprus data holders. These users can either be part of the EHDS or users from the national Cyprus Health Data Space (CHDS) (HealthData@CY). Data holders which are going to be targeted are divided into the following categories:

- **Research Institutions and Biobanks:** This category includes research institutions and biobanks in Cyprus. Their infrastructure encompasses tools for collecting, producing, and storing various types of data, such as clinical data via data capture tools, genomics data through genomics production tools, imaging data, and sample data. Additionally, research institutions or biobanks recognized as healthcare providers under the national Health Law on eHealth 59 (I)/2019 [2] must also be capable of communicating required data with the national Electronic Health Record (EHR) system of Cyprus.
- **Other National and Private Organizations:** This category includes entities that primarily maintain clinical or administrative healthcare-related data. The main entity in this category is the national integrated EHR system of Cyprus, which serves as the core of the CHDS. Other national organizations in this category include the Cyprus Ministry of Health, the State Health Services Organization, and the national Health Insurance Organization. It also encompasses private organizations that hold any form of health or healthcare-related data.

4 COMMUNICATION AND DISSEMINATION WITHIN THE PROJECT

Effective communication is essential for successful collaboration, facilitating the seamless exchange of information and fostering a strong sense of unity and shared purpose among project partners. Clear and consistent communication not only enhances the efficiency of the project but also strengthens trust and collaboration, enabling the team to address challenges together and achieve common goals.

In this Section, we explore the strategies employed to cultivate a culture of open communication, with a focus on SharePoint as a central platform for internal interactions. Below, we detail the internal communication tools used to ensure regular and effective engagement among project partners.

4.1 Written Project Communication

- **Mailing Lists:** A central project mailing list has been created to include all project partners in internal communications. This list contains contact information, roles, and other relevant information, forming the basis for dedicated lists related to each WP and other communication channels. The CY-EHDS-2ND Project Coordinator (WP1) is responsible for maintaining these lists.
- **Communication platform SharePoint Webtool:** SharePoint is vital for the CY-EHDS-2ND project, offering a secure web space exclusively for its members. This dedicated platform acts as the central hub for sharing and archiving critical information, fostering collaboration among partners, and ensuring traceability throughout the development of CY-EHDS-2ND deliverables. With features such as real-time document collaboration, streamlined document management, and intuitive task scheduling, SharePoint boosts our collective efficiency and helps us achieve project milestones. Project data is hosted on a SharePoint instance located at the CY-EHDS-2ND Project Coordinators' premises.

4.2 Internal Face-to-face Workshops

- The **project's kick-off meeting** took place in Nicosia on 16/04/2024. Its purpose was to bring together all project partners and provide a comprehensive outline and plan for the specified project activities.
- The **Towards the End-of-Project Workshop** will be held as hybrid workshop in Cyprus, to assess the overall development and implementation of the project, which are intended to be published to a wide audience on the project website.
- **Other Workshops not covered by the project plan:** In addition to these within the project plan and scheduled on-site-meetings, partners are expected to meet in further internal and external conferences and events, when possible.

4.3 Virtual Project Meetings

- **Governance meetings:** Regularly scheduled virtual meetings are held for management purposes to ensure continuous oversight, facilitate strategic discussions, and address ongoing project issues. These meetings provide a structured platform for reviewing progress, aligning on objectives, and making informed decisions to keep the project on track and ensure all team members are effectively coordinated.
- **Coordination meetings:** The coordination meeting is crucial for aligning and integrating the ongoing work across all WPs by continuously evaluating inputs and emerging results. Comprising all WP leaders and co-leaders and chaired by the CY-EHDS-2ND Coordinator, these meetings occur twice a

month. They play a key role in providing a structured environment to review progress, address interdependencies, and resolve issues. The regular sessions facilitate effective communication and collaboration among all WP teams, ensuring efforts are synchronized, resources are optimized, and project objectives are met. This systematic approach ensures that all project components work harmoniously and that any deviations from the plan are swiftly addressed.

- **Virtual WP meetings:** The primary work occurs through scheduled online meetings among the various WP partners. These virtual meetings take place to supplement face-to-face interactions and communication via email and SharePoint. Each WP independently organises these online workshops using their preferred tools and agree upon regular meeting schedules. Topic-related WPs work jointly regularly or on-demand basis.
- **Face-to-Face meetings:** These meetings are essential for in-depth discussions and strategic planning among WP partners. Held at key stages of the project, face-to-face meetings provide a valuable opportunity for direct interaction, allowing for more nuanced communication and collaborative problem-solving. They are designed to complement virtual meetings and digital communications. During these sessions, participants engage in comprehensive workshops, align on project milestones, and address complex issues that benefit from personal interaction. Each face-to-face meeting is carefully planned to maximize effectiveness, with agendas distributed in advance and follow-up actions documented to ensure continuity and progress.

CY-EHDS-2ND is closely connected with other EU-funded projects that are part of the EHDS rollout, both leveraging and contributing to its objectives through active participation by the Health and Digital Executive Agency (HaDEA) and the EC. This collaboration guarantees a unified and strategic approach, encouraging innovation and facilitating the sharing of knowledge across all WPs.

5 DISSEMINATION, TRAINING AND EDUCATION TO THIRD PARTIES

5.1 Visual Identity & Branding

5.1.1 Project Logo

The project logo was developed at the outset of the project and is utilized in all communications and public documents associated with the project, including the website, press releases etc. It forms a central element of CY-EHDS-2ND's, serving as a key tool to represent the project's core message and public perception. The logo effectively embodies the essence of CY-EHDS-2ND, reflecting the projects purpose and mission.

Guided by CY-EHDS-2ND's graphic charter, the logo ensures consistency and uniformity across all forms of communication, both external and internal. This cohesive approach builds a strong and recognizable image, enhancing the project's visibility and reinforcing its presence in the public's mind (Figure 1).



Figure 1: CY-EHDS-2ND logo

5.2 Presentation and Document Templates

This section addresses the creation and use of presentation and document templates, essential for maintaining consistency and professionalism in project communications. Standardized templates ensure alignment with the project's visual identity and branding guidelines, enhancing clarity and coherence. By providing a uniform structure, these templates streamline content creation, promote brand recognition, and support effective communication among stakeholders, while preserving the project's professional image. The presentations' template and the deliverables' template used to communicate the purposes of the CY-EHDS-2ND are shown in Figure 2 and Figure 3/Appendix 1: Template for CY-EHDS-2ND presentations respectively. The templates are available in the SharePoint.



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Figure 2: Template for deliverables



Figure 3: Template for presentations

6 DISSEMINATION CHANNELS FOR EXTERNAL COMMUNICATION

6.1 CY-EHDS-2ND Website

CY-EHDS-2ND utilizes its central communication hub at <https://www.cy-ehds-2nd.eu> (Figure 4 and Figure 5) to effectively disseminate project information. Other communication channels, such as social media and newsletters, direct users to this website. Acting as a primary gateway for broad dissemination, the site features detailed information on the project's goals, objectives, and organizational structure. It is regularly updated with information on completed deliverables, as well as news and announcements.

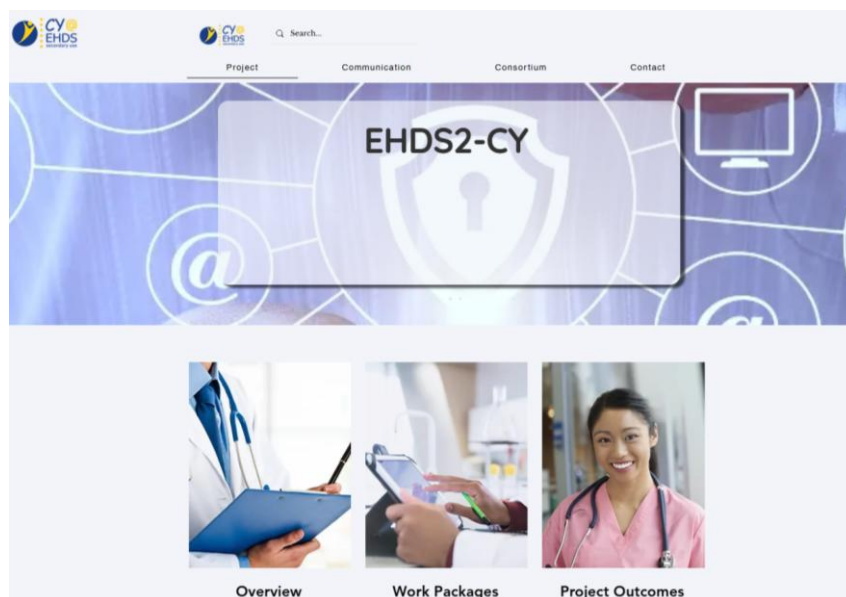


Figure 4: Website of the project CY-EHDS-2ND

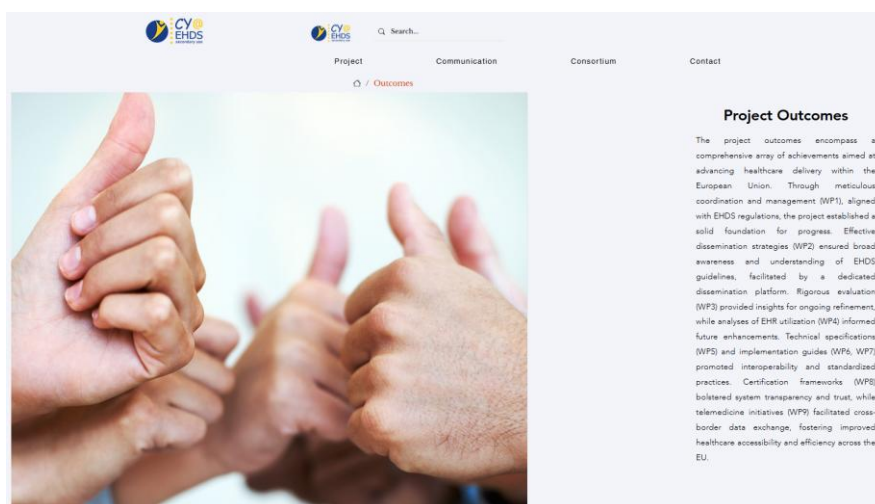


Figure 5: Website of the project CY-EHDS-2ND (project outcomes)

Accessible to everyone, the website serves as a primary resource for newcomers and features materials from project partners. Key highlights of the website include:

- **Project**
 - **“Overview”**: A concise overview of CY-EHDS-2ND's goals and objectives, designed to engage a broad range of stakeholders.

- **“WPs”**: This page delves deeper into the project's organization, detailing each WP and its coordinating partners.
- **“Outcomes”**: The project outcomes encompass a comprehensive array of achievements aimed at advancing healthcare delivery within the EU.
- **“Glossary”**: Exploring a curated collection of relevant concepts and acronyms, complete with references for easy understanding and future updates.
- **Communication**
 - **“News and events”**: To stay informed by regularly checking our news and updates Section for the latest developments and announcements, it includes product releases and industry insights.
 - **“Stakeholders Engagement”**: It contains regular consultations, feedback sessions, and workshops will engage stakeholders like policymakers, healthcare professionals, researchers, citizens, and media outlets, about the relevance, objectives, and contributions of Cyprus's participation in EHDS.
- **Consortium**
 - **“Partners”**: Provides contact information for the individuals responsible for each WP. This information will be regularly updated to reflect on any changes that may occur.
- **“Contact”**: Providing contact information for inquiries, feedback, and collaboration opportunities.

The above sections outline the website's framework. Should the project identify the need for additional, topic-specific navigation points, the website will be expanded with the agreement of all project partners. Such expansions will be communicated to the CY-EHDS-2ND Project Coordinator and the individual responsible for WP2. The proposed changes will be submitted and approved by the coordination team.

The CY-EHDS-2ND Project Coordinator manages the setup and technical aspects of the website, as well as the addition and maintenance of its content. All partners from different WPs are responsible for sending updates, new information, and materials to the CY-EHDS-2ND Project Coordinator. The CY-EHDS-2ND Project Coordinator, and WP2 if requested, will review and validate this information before it is uploaded to the website. The CY-EHDS-2ND Project Coordinator and WP2, if needed, will ensure that the received input aligns with the communication strategy and target audience.

The CY-EHDS-2ND Project Coordinator has committed to maintaining the website's operational integrity for at least 10 years after the project's completion. This commitment ensures ongoing accessibility and functionality, reinforcing the project's long-term impact and digital presence. Stakeholders and users can rely on the website as a dependable source of information and engagement well beyond the project's formal end.

6.1.1 Dissemination Material Published on the Website

Effective dissemination depends on consistent and evolving content that communicates clear messages. Throughout the project, dissemination materials such as presentations, flyers, and leaflets will be regularly developed and released, once completed, they will be designed and distributed.

To ensure transparency and promote interaction with the project's outputs and findings, the following dissemination materials will be published on the CY-EHDS-2ND website:

- **The Communication and Dissemination Plan:** This strategy outlines the project's approach to sharing information and managing its dissemination efforts.
- **A Central Project Leaflet:** This leaflet provides an initial point of engagement for individuals seeking an overview of the project, including its objectives and benefits for the target audience. It is designed for a broad audience, encompassing both stakeholders and citizens.
- **Final Report:** The final report will offer a detailed summary of the conducted activities, key findings, conclusions, and recommendations for future initiatives. Additionally, digital materials from the final conference, including recordings of presentations and discussions, will be made accessible online to enhance the reach and impact of CY-EHDS-2ND.

6.2 Social Media Communication

The dissemination strategy through social media serves a dual purpose. Its main objective is to keep stakeholders informed about project updates and developments, while also reaching out to new target groups and a wider audience. By utilizing social media platforms, the strategy aims to actively promote and boost the project's visibility among diverse audiences. Initially, a LinkedIn page was established, and as the project progresses, other social media platforms may be explored to further expand outreach and engage additional stakeholders.

6.2.1 LinkedIn

Maintaining a LinkedIn page is a strategic move for CY-EHDS-2ND, given the platform's professional focus and industry relevance. LinkedIn offers an ideal environment for engaging with industry professionals and citizens sharing insights, expanding our network, and showcasing the project's achievements. This engagement helps build our brand's authority and visibility within the industry.

The goal is to broaden our network by increasing followers, connections, and interactions with industry peers and relevant stakeholders. All project partners are encouraged to actively participate by liking, sharing, forwarding, and commenting on the page.

A Social Media Task Force was established to oversee the strategic management of CY-EHDS-2ND's LinkedIn presence. This task force, comprising members from various project roles—including project coordination, WP2, and social media experts—is tasked with effectively managing LinkedIn communication. The primary aim is to leverage LinkedIn to engage with citizens, grow the project's network, and enhance industry visibility, while curating and disseminating relevant content.

6.3 External Workshops and Networking

To maximize the outreach and impact of the project, a series of workshops and events will be conducted, ensuring broad dissemination of the project's outcomes. These engagements will serve as key opportunities to present findings, facilitate knowledge exchange, and strengthen collaborations with stakeholders at national and European levels. The activities include both a dedicated final workshop and participation in strategically aligned events.

- **End-of-Project Workshop:** As the project nears its conclusion, a final workshop will be organized to focus on the citizens. This event will present the project's results to a broad audience, facilitating discussions and ensuring wider dissemination of the results. Workshop materials will be made publicly available to

encourage further uptake. The End-of-Project Workshop will take place in Cyprus during the penultimate month of the project.

- **Other Workshops and Events organised by EC, project partners, or relevant third parties such as other HaDEA funded projects, European Council (aligning with the programme of each presidency council of the EU), European Parliament, European Committee of Regions, European Economic and Social Committee (EESC):** In addition to the events organised by the CY-EHDS-2ND, participation at dissemination events in the relevant sectors will be complemented by the representation of project partners. Partners foresee the participation in relevant European or international events (workshops, conferences and exhibitions) to promote the project and its results. Such events will be chosen in alignment with the objective of the project and the communication plan. Decisions on participation will be agreed by the coordination team. These events will be advertised continuously on the project's website, to emphasise the interlinkage of the project with other activities.

6.4 Press Releases and News Feed

In addition to the communication, workshops, and events described above, the communication and dissemination efforts will be further supported by regular press releases and news updates. These press releases will highlight significant milestones (Milestone 5: Training and education material and Milestone 6: Help desk) achieved during the project, including announcements of consultation activities, publication of deliverables, and the final report. The decision to issue press releases will be coordinated between the CY-EHDS-2ND Project Coordinator, WP2, and the designated WP leaders.

7 ADDITIONAL DISSEMINATION MATERIAL TO BE DEVELOPED IN THE PROJECT

7.1 Scientific and Technical Publications

Within this project, both scientific and strategic groundwork will be undertaken to assess the current landscape and identify commonalities across Europe, while also laying the foundation for significant future developments in the EHDS. It is crucial to disseminate this groundwork through scientific papers, conference posters, and presentations.

The project aims to produce peer-reviewed publications with contributions from the partners, other relevant projects, and large international research consortia funded by HaDEA. These publications may be presented at international conferences and events to the broader research and technical community, subject to approval by the coordination team.

Project partners are requested to forward references to publications and posters, as well as the electronic sources when copyright permits, to the CY-EHDS-2ND Project Coordinator and WP2. A continuously updated list of references will be maintained on the CY-EHDS-2ND website.

7.1.1 Scientific Publication Authoring Policy

The coordination team includes a designated Scientific Manager responsible for the following:

Scientific Oversight: Supporting the coordination team in maintaining the highest scientific standards.

Knowledge Management: Organizing the scientific knowledge generated, while aiding in its dissemination and sharing with the broader scientific community.

Advocacy: Promoting the scientific merits and potential impact of the project to stakeholders and the wider scientific audience.

Publication and Dissemination: Facilitating the publication and dissemination of the project's findings to advance knowledge.

7.1.2 Publication and Authoring Policy

Ensuring that all scientific outputs of the project are disseminated effectively and efficiently to the broader community is of utmost importance. To facilitate this, a clear and well-defined publication and authoring policy is outlined below:

- **Step 1:** Before starting the preparation of any publication, inform the Scientific Manager, WP2 leaders, and the CY-EHDS-2ND Project Coordinator's team with the following details: Title, Corresponding Author, Invited Co-authors, Target Audience, Deadline, Abstract, and Intended Publication Venue (conference, journal, media outlet, etc.).
- **Step 2:** Obtain approval to proceed with the preparation of the publication within 2 weeks of submitting the application, following the review and approval by the CY-EHDS-2ND coordination team.
- **Step 3:** Submit the final version of the publication prior to submission. The coordination team has 2 weeks to review and may intervene if certain information should not be widely publicized, or if there is a need to first disseminate it to partners to ensure all work included is properly acknowledged. Any disputes must be resolved before the final approval for submission is granted.
- **Step 4:** Submit the publication and keep the coordination team, WP2, and relevant partners updated on the review and publication progress.

8 MONITORING THE DISSEMINATION AND COMMUNICATION ACTIVITIES

The monitoring of dissemination and communication activities within the CY-EHDS-2ND project is an ongoing process that includes both formative and summative evaluations. All members are encouraged to actively participate in dissemination efforts and to promote CY-EHDS-2ND through their own communication channels.

In collaboration with WP3, the CY-EHDS-2ND project has established KPIs to measure the effectiveness of its dissemination and communication efforts. Regular quarterly monitoring of these KPIs will track the progress of WP2, guiding the implementation of the project's dissemination and communication plan (Table 2).

Table 2 WP2 KPIs

KPI no.	Indicator / Description (Specific)	Objectives (GA / Part B / Chapter 1.2)	Milestone (GA / Part B / Chapter 1.2)	Baseline	Target (Measurable)	Frequency	Responsibility (Achievable)	Evaluation (Realistic, Time-bound)	Timing	Data (Realistic)	Source
2.1	Website Audience and Engagement	–	–	No	Page views: (10) per month (in average over the whole project) Number of pages visited: (1) page visits per session	Every 6 months	WP2	M1-48			Wix Analytics
2.2	LinkedIn Engagement	–	–	No	Profile Views: (100) Followers (Year 2): (30) Followers (Year 4): (50) Posts per year: (5) (from Year 2 onwards)	Every 6 months	WP2	M1-48			LinkedIn Insights
2.3	Press and Media Coverage	–	–	No	Press Releases: (2) for the entire project	Every 6 months	WP2	M1-48			Manually

2.4	Newsletter Engagement (Subscription growth, number of newsletters)	–	–	No	New Subscribers: (5) per year (from Year 2 onwards) Number of Newsletters: (1) per year	Every 6 months	WP2	M1-48	Manually
2.5	Event Engagement and Outcomes	–	–	No	Average Attendance per Event: (15) attendees Social Media Mentions per Event: (5) Events per Year: (1) (from Year 2 onwards)	Every 6 months	WP2	M1-48	Manually

REFERENCES

1. European Commission. (n.d.). Digital business capabilities blueprint. European Health Data Space (EHDS) Wiki. Retrieved [retrieved 2025 Mar 20], from <https://webgate.ec.europa.eu/fpfis/wikis/display/EHDS/Digital+Business+Capabilities+blueprint>

2. National eHealth Authority. Purpose and legislative framework [Internet]. Nicosia: National eHealth Authority; 2019 [cited 2024 Oct 29]. Available from: <https://www.neha.org.cy/en/legislation/>

9 APPENDICES

9.1 Appendix 1: Template for CY-EHDS-2ND presentations

Table Example #1

Col A	Col B	...	...	...
Text	Text	Text	Text	Text
Text				



Text

- Text
 - Test
 - Test
 - Text
 - Can you share the email to request for login here in the chat?

