



PREPSHIELD

Deliverable D5.1 – Communication, Dissemination and Exploitation strategy

WP5 – T5.1 Communication, Dissemination and Exploitation strategy

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Nature of the Deliverable		
R	Document, report (excluding the periodic and final reports)	X
DEM	Demonstrator, pilot, prototype, plan designs	
DEC	Websites, patents filing, press & media actions, videos, etc.	
OTHER	Software, technical diagram, etc.	

Dissemination Level		
PU	Public, fully open, e.g. web	
SEN		X
CO	Confidential, only for members of the consortium (including the Commission)	

Quality procedure			
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Project Summary

PREPSHIELD aims to foster a more holistic and citizen-centric approach to health crisis preparedness and management, by co-creating policy recommendations, methods and an AI-powered platform for crisis management to better prepare for and address health emergencies from a social and societal perspective. To reach this objective, PREPSHIELD will rely on the participation of public authorities, citizens (specifically from vulnerable and non-compliant groups), CSOs, DROs



and healthcare institutions. Based on the needs of these groups, PREPSHIELD will develop recommendations for health crisis preparedness, management and communication as well as tools to simulate future crises through an iterative process, involving various pilots for their evaluation. These pilots will include a communication pilot, tabletop exercises and an online exercise, which will include all these stakeholders and take place at different scales in different countries: local (Hamburg, DE), regional (Piedmont, IT) and national (Romania). The online exercise will rely on a PREPSHIELD platform and app (built on the proven CRIMSON platform) to reproduce real-life crisis communication conditions and provide decision-makers with simulations and feedback on the behaviour, wellbeing, capacities, and resources of the other stakeholders. The project brings together a complementary consortium of five universities, two public authorities, one RTO, two non-profit organizations, one SME and two large enterprises from seven European Union countries (and Switzerland)

Document Objective and Executive Summary

The Communication and Dissemination Plan for the PREPSHIELD project outlines strategies to maximize the project's visibility, impact, and stakeholder engagement. Its primary objective is to ensure that project results, including tools, methodologies, and policy recommendations, are disseminated effectively to relevant stakeholders, while also engaging the general public to raise awareness about health crisis preparedness and management.

The document is structured as follows:

1. Introduction

Explains the importance of communication and dissemination in achieving PREPSHIELD's goals and outlines the plan's alignment with EU funding requirements.

2. Dissemination activities

Focuses on making PREPSHIELD's findings accessible to key target groups. This includes:

- Identifying stakeholders such as policymakers, public authorities, citizens, CSOs, healthcare institutions, and researchers.
- Leveraging tools like scientific publications, conferences, collaborative networks, and online platforms to share project outcomes.

3. Communication activities

Details initiatives aimed at engaging a broader audience, including:





- Publishing accessible materials like popular science articles and visual content.
- Using local campaigns, social media, and videos to raise awareness about PREPSHIELD's societal benefits.

4. Monitoring and Evaluation

Describes key performance indicators (KPIs) to assess the impact of dissemination and communication efforts, ensuring continual improvement throughout the project lifecycle.

5. Exploitation of results

- Knowledge Management and Protection: explains strategies for managing intellectual property, ensuring open access to most results while protecting commercially valuable innovations.

The plan provides a clear roadmap for reaching stakeholders and the public, ensuring the adoption of PREPSHIELD's innovative approaches and tools for inclusive health crisis preparedness and management.

List Of Partners

N°	Participant organisation name	Acronym	Country
1	UNIVERSITA DEGLI STUDI DEL PIEMONTE ORIENTALE AMEDEO AVOGADRO	UPO	IT
2	RIJKSUNIVERSITEIT GRONINGEN	UG	NL
3	UNIVERSITETET I OSLO	UiO	NO
4	TECHNISCHE HOCHSCHULE KOELN	THK	DE
5	CS GROUP-FRANCE	CSG	FR
6	SOPRA STERIA GROUP	SSG	FR
7	EREVNITIKO PANEPISTIMIAKO INSTITOUTO SYSTIMATON EPIKOINONION KAI YPOLOGISTON	ICCS	EL





8	MINISTERUL AFACERILOR INTERNE	DSU	RO
9	SOCIETATEA NATIONALA DE CRUCE ROSIE DIN ROMANIA	RRC	RO
10	FREIE UND HANSESTADT HAMBURG	FHH	DE
11	EV.-LUTH. MARTIN LUTHER KING- KIRCHENGEMEINDE STEILSHOOP	MLKS	DE
12	EUROQUALITY SAS	EQY	FR
13	UNIVERSITAT ZURICH	UZH	CH

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Introduction

The **Communication and Dissemination Plan for the PREPSHIELD project** serves as a comprehensive strategy to maximize the visibility, impact, and adoption of the project's outcomes. PREPSHIELD is dedicated to fostering a citizen-centric and participatory approach to health crisis preparedness and response by developing policy recommendations, methodologies, and AI-powered tools that address societal needs. This plan outlines how the project will share its results with diverse stakeholders - including policymakers, public authorities, CSOs, healthcare institutions, and citizens (with a particular focus on vulnerable and non-compliant groups) - ensuring their integration into real-world applications.

In addition to engaging key stakeholders, the plan emphasizes communication activities aimed at the general public, raising awareness of the project's objectives and encouraging broader societal participation in health crisis management. By leveraging scientific publications, events, online platforms, and promotional materials, PREPSHIELD will promote collaboration, knowledge sharing, and innovation. This Document provides a clear roadmap for disseminating the Project's results effectively and sustaining their impact beyond the project's duration.

1. Dissemination activities

Dissemination activities are designed to share project results with targeted stakeholder groups, enabling their use and uptake. These activities will focus on raising awareness, fostering engagement, and promoting the adoption of PREPSHIELD tools and methodologies.



1.1. Target groups and key messages

The PREPSHIELD project aims to promote a holistic and participatory approach to health crisis preparedness and management by providing tools, methodologies, and policy recommendations.

While policymakers and public authorities are the primary target for adopting these tools, the Project’s inclusive nature reaches a wide range of stakeholders. These include citizens, who will engage through the mobile app to participate in simulations and contribute to the project’s development; Civil Society Organizations (CSOs), whose involvement is crucial for inclusive crisis management and communication; healthcare institutions and disaster response organizations (DROs), which will benefit from improved communication and collaborative simulation exercises; and the scientific community, particularly those working in political communication, sociology, and epidemiology, who will gain valuable empirical data and insights for future research.

The following table outlines these key stakeholders/target groups and their corresponding messages:

Table 1 - Target groups and key messages

Target Group	Key Messages	Stakeholders/Examples
Policymakers and Public Authorities	Uptake tested frameworks, AI tools, and training for inclusive crisis management.	Ministries of Health, local and regional governments, EU-level authorities (e.g., ECDC).
Citizens (especially vulnerable and non-compliant groups)	Strengthen health literacy, also by learning more about health crises, being prepared and responsive and participate in research and simulations to shape inclusive policies and enhance preparedness.	Citizen associations, community groups, and non-compliant/vulnerable populations.
Civil Society Organizations (CSOs)	Improve their role in health crisis responses and optimize citizen engagement thanks to PREPSHIELD’s recommendations	NGOs like Red Cross, MSF, local humanitarian networks or religious centres.
Healthcare Institutions & DROs	Improve collaboration in crisis scenarios through our guidelines and tools.	Hospitals, clinics, and first responders like paramedics and fire departments.
Scientific Community	Discover and exploit PREPSHIELD’s research findings on citizen perceptions, communication strategies,	Universities, think tanks, and journals focusing on public health and sociology, disaster



	environmental health impacts, challenges faced by healthcare facilities and development of TTEs.	medicine, global health, risk communication, epidemiology.
Businesses and SMEs	Adopt pathways for PREPSHIELD tools, particularly the AI platform and app for crisis simulation.	Health-tech companies, app developers, and AI solution providers.

1.2. Project results to disseminate

Table 2 - Public deliverables

Deliverable	Description	Timeline
D1.1: Need Analysis	Empirical data on vulnerabilities and challenges experienced by several societal actors during past health crises for policymakers and researchers.	Month 12
D4.1: Policy Recommendations	Inclusive policies addressing health literacy and management gaps.	Month 36
D2.3: PREPSHIELD Platform	AI-powered simulation platform for decision-making and crisis management.	Month 30
D2.4: Mobile App	Data-collection tool for citizens and CSOs to improve crisis response.	Month 30
D4.3: Collaborative Crisis Management Guide	Training program, technical advice, and examples from pilots for public authorities.	Month 36

1.3. Dissemination tools and channels

Scientific publications

The PREPSHIELD project will publish its peer-reviewed scientific articles under 'gold' open access, ensuring free access to all research outcomes through open-access repositories like Open Research Europe, IRIS-AperTO, Github, arXiv, Science Blogs, and Zenodo. Academic partners (UPO, UG, UiO,



THK, and UZH) follow transparent internal policies for open publication, with clear guidelines available on their websites. All publications will be self-archived by researchers on the project intranet before and after public release. Access will align with Horizon Europe’s open access guidelines and FAIR principles. Costs for open access publication will be covered by the academic partners' project budgets.

PREPSHIELD aims to publish at least five peer-reviewed articles in high-impact journals like the European Journal of Public Health, BMJ Global Health, and Nature Sustainability, focusing on topics such as:

1. Vulnerable groups’ needs, perceptions and responses to health crises (M12)
2. Challenges faced by healthcare facilities during past outbreaks (M12)
3. Lessons from past crises on inclusive management (M18)
4. AI-driven pandemic simulation results (M30)
5. Policy recommendations for crisis preparedness (M36)

Key indicators:

	Poor impact	Good impact	Excellent impact
Number of papers submitted	< 3	3 – 5	> 5
Number of publication downloads per paper	< 30	30 – 50	> 50

Conferences and events

PREPSHIELD will actively disseminate its results through conferences and events targeting experts in health crisis preparedness, management, and communication, including researchers, policymakers, and local as well as national authorities. The project will participate in over 20 events, with content evolving as the project progresses:

- **M1-M12:** Presentation of the state of the art, preliminary results, and initial recommendations, along with scenarios for future pandemics.
- **M12-M30:** Sharing results from TTE and online simulations, as well as revised recommendations.



- **M30-M36:** Presentation of final results, including policy recommendations, guidelines for digital transformation in health crisis management, and the PREPSHIELD platform and app.

Key events include the WHO Global Forum for Disaster Risk Reduction, the European Public Health Conference, the World Association for Disaster and Emergency Management congress, and the EU Civil Protection Forum. These efforts will ensure widespread dissemination of PREPSHIELD’s findings to relevant stakeholders.

Since the Project’s beginning, PREPSHIELD partners have already participated in some key events such as the second Workshop for Emergency Medical Teams under the Union Civil Protection Mechanism, the WADEM Congress 2025 and the Project to policy seminar, giving them the opportunity to present the project.

Table 3 - Targeted events

International Event	Researchers	Practitioners	Public authorities	Companies	Number of reachable individuals
Crisis8, ECREA crisis communication 2025	X				≈100
International Communication Association, PR division	X				≈50
The International Crisis and Risk Communication Conference (ICRCC),	X				≈100
Northern European Conference on Emergency and Disaster Studies (NEEDS)	X	X			≈150
Information Systems for Crisis Response And Management (ISCRAM) 2026	X				≈400
Social Simulation conference (ESSA 2025 and 2026)	X				≈150





EU-Weeks of Cities & regions			X		≈7000
EUSBSR	X		X	X	≈400
CERIS (Disaster Resilient Societies cluster conference)	X	X	X	X	≈600
IRDR Annual Conference	X	X	X		≈150
ICDEM International Conference	X	X			≈100
CNSP		X	X		≈15000
ISCRAM conference	X				≈200
INTERSCHUTZ	X		X	X	≈30000
SRE	X		X	X	≈1200
WADEM Tokyo 2025	X	X	X	X	≈1500

Key indicators

	Poor impact	Good impact	Excellent impact
Number of conferences	< 5	5 – 10	> 10
Number of policymakers reached per event	<100	100-300	>300
Number of researchers reached per event	<100	100-300	>300
Number of stakeholders reached per event	<50	50-300	>300

Cooperation and networking

PREPSHIELD leverages the core competencies and expertise of its diverse partners to address the complex challenge of health crises. With the goal of engaging society as a whole, the project unites





decision-makers, health practitioners, CSOs, tech developers, citizens, and researchers to apply interdisciplinary knowledge.

This collaborative approach ensures that the perspectives of all stakeholders are incorporated in the development of recommendations and solutions. It also builds on prior projects (Table 5) and fosters learning and exchange through collaboration with ongoing initiatives (Table 6).

The project will engage with:

- Sister projects under HORIZON-CL3-2023-DRS-01-01.
- Networks such as WHO, ECDC, and HERA.
- Local and regional crisis management groups.

Key actions include:

- Organizing joint workshops with sister projects.
- Establishing bilateral collaborations with organizations like MSF and UNICEF.

Table 4 - List of ongoing projects to collaborate with

Project	Description and link with PREPSHIELD	Partner
NIGHTINGALE H2020-DRS02- 2018-2019-2020 2021-2024	<p>Short description: The NIGHTINGALE project gathers technology providers and medical responders to develop, integrate, test, deploy, demonstrate, and validate a Novel Integrated Toolkit for Emergency Medical Response. It aims to enhance triage and pre-hospitalisation procedures by increasing the efficiency of handling victims and boosting awareness, collaboration, and coordination of the responders.</p> <p>Link with PREPSHIELD: PREPSHIELD will use the Nightingale mobile app and wearable sensors to create the PREPSHIELD app. It will also build on its training, integration, testing and validation methodology.</p>	UPO/ ICCS
"INTREPID"	<p>Short description: INTREPID develops an Intelligent Toolkit for Reconnaissance and assessment in Perilous Incidents enabling crisis managers and first responders to orchestrate a fleet of cyber assistants</p>	CSG





<p>H2020-DRS02-2018-2019-2020</p> <p>2020-2023</p>	<p>thanks to groundbreaking innovations in Intelligence Amplification and doctrine orchestration.</p> <p>Link with PREPSHIELD: PRESHIELD will build its scenario editor on top of the no code doctrine editor created in INTREPID and will adapt it for the training for and management of health crisis.</p>	
<p>Being a Migrant Woman During Disasters: Mixed-method Study Exploring Multidimensional Inequalities During the COVID-19 Pandemic Northern Italy</p> <p>2023-2024</p>	<p>Short description: The project is a mixed-methods study that aimed to explore the multidimensional health-related inequalities experienced by migrant women in the Milan metropolitan area (Italy) during the COVID-19 pandemic, with a focus on access to healthcare and social and health needs. Among the qualitative data collected through interviews, the project analysed data from local NGOs providing ongoing care to migrants during the COVID-19 pandemic.</p> <p>Link with PREPSHIELD: PREPSHIELD will use the analysis of the experience of migrant woman in Milan during Covid 19 to build its needs analysis for vulnerable groups.</p>	<p>UPO</p>
<p>RISKPACC</p> <p>H2020-SU-SEC-2020</p> <p>2021- 2024</p>	<p>Short description: RiskPACC focuses on increasing disaster resilience by closing the Risk Perception Action Gap (RPAG) to provide an understanding of disaster resilience from the perspective of citizens and Civil Protection Authorities (CPAs). RiskPACC also aim at facilitating interaction between citizens and CPAs to jointly identify their needs and develop potential procedural and technical solutions to build enhanced disaster resilience</p> <p>Link with PREPSHIELD: PREPSHIELD will use RiskPACC’s framework and methodology to understand and close the RPAG, as well as its best practices to build its citizen-centred approach.</p>	<p>ICCS</p>
<p>GREATLEAP</p> <p>EU COST Action CA22116</p>	<p>Short description: The Great Leap takes a unique, multidisciplinary approach from a historical perspective to gain a greater understanding of the roots and drivers of health inequalities across regions and countries in Europe and beyond. To achieve this mission, the Great Leap creates an international, multidisciplinary network that will bundle expertise, techniques, insights and data to create (1) the first</p>	<p>UZH</p>





2023-2027	<p>international comparable dataset of individual-level historical cause of death data, (2) innovative analytical tools to analyse it, and (3) insights into how this information can be used in current public health policy and practice.</p> <p>Link with PREPSHIELD: PREPSHIELD will use GREATLEAP’s results on the roots and drivers of health inequalities to build its need analysis and health crisis preparedness and management recommendations.</p>	
<p>Sonar-Cities HORIZON-CL3-2023-DRS-01 2024-2027</p>	<p>Short description: The EU-funded Sonar-Cities project aims to bolster the resilience of European cities during health emergencies and disasters by developing a toolset for vulnerable populations, first responders, and decision-makers. The project will analyse past emergencies in six European cities to co-create a citizen-centred toolset that enhances preparedness, health literacy, crisis communication, and decision-making. Additionally, it will use an interactive Knowledge Platform to disseminate the toolset and establish a Social Sciences Emergency Support network to assist authorities.</p> <p>Link with PREPSHIELD: Sonar-Cities and PREPSHIELD having similar topics, we aim at organizing common workshop or communication actions.</p>	

Key indicators	Poor impact	Good impact	Excellent impact
Number of common events, common publications, or other synergy forms with the related projects/initiatives	< 5	5 – 10	> 10

Online channels



The PREPSHIELD website will serve as the central repository for project outputs, complemented by active social media presence (LinkedIn).

Website content:

- Home: Project overview, news, and updates.
- Case Studies: Interactive maps and detailed reports.
- Results: Open-access articles, reports, and tools.

Key indicators	Poor impact	Good impact	Excellent impact
Material downloads	< 100	100 – 200	> 200
Subscriptions made through the website	<15	15-30	>30

Social media campaigns

Regular posts (at least biweekly) featuring infographics, pilot updates, and event highlights.

Key indicators	Poor impact	Good impact	Excellent impact
Web page visits per year	< 3 000	3 000 – 5 000	> 5 000
Number of posts on social media per year	<20	20 - 30	>30
Number of views on social media per post	<500	500 - 1000	> 1 000

2. Communication activities

Communication activities aim to engage the general public, raising awareness of the Project’s goals, methods, and results. Content will be accessible and designed for non-specialists. In this purpose, the website was translated into our pilots’ languages in a simple manner understandable by anyone.



2.1. Visual identity

To ensure **consistent branding** and professional appearance across all communication materials, the project will develop a **unified graphic charter**. This charter will define the visual identity of PREPSHIELD, including:

- **Logo design:** A recognizable and symbolic logo representing the project’s themes and objectives.
- **Typography:** Standardized fonts for digital and print materials to maintain coherence.
- **Color palette:** A consistent set of colors to be used across the website, documents, and promotional materials.
- **Templates:** Pre-designed formats for reports, presentations, and promotional content to ensure uniformity.

2.2. General public engagement

Website

The **PREPSHIELD website** will act as the central communication hub for all project-related activities, serving both as an information repository and an engagement platform. It will provide stakeholders, partners, and the general public with up-to-date information on the project’s progress, outcomes, and activities. The website will feature a user-friendly design and a responsive layout to ensure accessibility across devices.

Key features of the website will include:

- **Home Page:** A dynamic entry point highlighting key aspects of the project, such as its goals, latest news, upcoming events, and links to social media platforms.
- **About the Project:** A detailed overview of PREPSHIELD’s objectives, methodologies, and expected outcomes, accompanied by key project numbers (e.g., duration, funding, partners).



- **Case Studies Section:** Detailed descriptions of the project’s pilot studies in Hamburg, Piedmont, and Romania, showcasing their methodologies, goals, and progress. Interactive elements such as maps or infographics were included to engage users.
- **Results and Publications:** A repository for project deliverables, scientific publications, policy briefs, and tools, made accessible to target audiences. When applicable, these will be available in multiple languages.
- **Consortium and Partner Profiles:** A dedicated section introducing each partner organization and their role in the project, along with individual team member profiles and their expertise.
- **Contact Page:** Clear instructions for getting in touch with the consortium, providing contact details and a form for queries or collaboration proposals.

Key indicators	Poor impact	Good impact	Excellent impact
Material downloads	< 100	100 – 200	> 200
Subscriptions made through the website	<15	15-30	>30

Popular science articles

The knowledge generated by the PREPSHIELD project, including needs analyses and policy recommendations, will be shared in an easily accessible and understandable format by all partners. At the end of the project, comprehensive reports will be made publicly available. Citizen and stakeholder engagement will be thoroughly documented to ensure that methods and results are professionally implemented. Additionally, intermediate findings will be shared with both participants and the general public.

To communicate the project’s findings to a wider audience, the PREPSHIELD project will publish at least four popular science articles. These articles will simplify scientific concepts, making them engaging and accessible to the general public using clear language and relatable examples.

Topics will include future health crises, societal resilience, and lessons from case studies on vulnerable group participation. The articles will be published in accessible outlets to ensure broad reach and engagement.



Key indicators	Poor impact	Good impact	Excellent impact
Number of readings	< 500	500 – 1000	> 1 000

Local communication campaigns

Stakeholder engagement is a key component of the PREPSHIELD project, achieved through the development of customized communication materials tailored to specific stakeholder groups for each pilot study. Leaders of the case studies will manage communication campaigns and act as points of contact for the creation of targeted materials, with support from local associations and organizations.

Community events will be held in the pilot locations (Hamburg, Piedmont, Romania), where tailored materials such as posters, leaflets, and advertisements will be distributed to effectively engage stakeholders.

Key indicators	Poor impact	Good impact	Excellent impact
Proportion of attendance compared to expectation (20 citizens per TTE, 50 per online simulation)	<50%	50%-75%	>75%

2.3. Promotional materials

To effectively promote PREPSHIELD at conferences, forums, and events attended by project partners, a diverse range of promotional materials will be developed. These materials will be tailored to engage both technical and non-technical audiences, highlighting the project’s objectives, methodologies, and potential synergies with other national or international initiatives. By leveraging these resources, the Project aims to effectively communicate its progress, achievements, and broader impact.

Promotional materials for PREPSHIELD will be designed in various formats to resonate with different audience segments and support the Communication, Dissemination, and Exploitation Plan (D5.1).



Schedule

- **Early project stage:** Initial promotional materials, such as the first leaflet, flyers, posters, roll-ups, and promotional documents, are produced.
- **Demonstration phase:** A second version of the leaflet, focusing on demonstration activities, is released.
- **Project conclusion:** a final leaflet, summarizing results and outcomes, is created.
- **Project video:** released during the second year (September 2025 – December 2025), providing a dynamic overview of the project’s progress and impact.

Leaflets and brochures

Three versions will be released throughout the project.

1. The first introduces the project and its objectives.
2. The second highlights ongoing demonstration activities.
3. The final version consolidates and presents project results.

Short, informative brochures outlining the project’s objectives, key findings, and potential impact. These could be distributed at events, conferences, and workshops to provide a quick overview of PREPSHIELD.

Key indicators	Poor impact	Good impact	Excellent impact
Number of brochure/leaflet distribution	< 500	500 – 1000	>1000
Promotional document to potential end-users	<25	25 - 40	>40

Roll-up banners and posters

Visual displays for physical events, such as conferences or public exhibitions. These can highlight the project’s key aims, milestones, and impact, designed in a way that draws attention and engages





passersby. Designed for end-users or potential customers, these materials provide concise, visually appealing insights into the project.

Videos

A three-minute animated video will showcase the project's approach, objectives, and benefits, featuring custom visuals and music designed by EQY. Developed collaboratively with the Consortium, a storyboard ensures the clear communication of key messages.

Additional video content could include:

- **Interviews:** Featuring consortium partners, stakeholders, and beneficiaries, complemented by fieldwork or case study footage.
- **Short Explainer Videos:** Tailored for social media, these concise clips will highlight key aspects of the project in an engaging and easily digestible format.

Key indicators	Poor impact	Good impact	Excellent impact
Number of visualisations of the video	<2500	2500 - 5000	>5000

Infographics and Data Visualizations

Easy-to-understand infographics that highlight key project findings, the project's methodology, or expected outcomes. These could be shared on social media, included in reports, or displayed at events.

Accessibility and Impact Tracking

All materials will be made available in electronic format on the project website, where they can be downloaded. Printable versions are stored on the project's SharePoint, serving as resources for events and dissemination activities. The video will be hosted on the EQY's YouTube channel, shared on LinkedIn, and embedded on the website. Moreover, it is also planned to try including elements



from the video on the PREPSHIELD's mobile app. Engagement metrics, such as the number of views, allow partners to monitor the materials' reach and effectiveness.

This comprehensive suite of promotional tools ensures the PREPSHIELD project effectively communicates its objectives, activities, and achievements to diverse audiences.

2.4. Online strategies

Social media campaigns

The social media strategy for the PREPSHIELD project aims to enhance visibility, engage diverse audiences, and share milestones and results. Frequent posts will highlight achievements, invite participation in pilot activities, and disseminate project outcomes. A yearly high-impact campaign will focus on maximizing visibility for the project's results, fostering engagement with stakeholders such as policymakers, academics, and the general public.

X (formerly Twitter) is not considered a relevant communication channel for the project. Effective communication strategies on X require significant activity, such as frequent posts, reshares, and interactions. However, project partners do not maintain personal X accounts and are not responsible for managing the corporate X accounts of their organizations. As a result, the consortium cannot meet the platform's engagement requirements. Instead, other platforms, such as LinkedIn, are utilized to achieve the project's communication goals.

Purpose of social media activities

The primary goal of the social media plan is to increase project visibility and foster connections with other projects, research groups, and organisations (CSOs, public authorities, healthcare institutions). These connections enhance the exploitation and innovation potential of the developments achieved within the project. Content shared is designed to attract a broad audience, often in a general and popularized manner, and directs readers to the project website for more detailed information. Topics include explanations of project objectives, consortium details, and descriptions of key activities.

Content strategy and campaigns



To ensure broad outreach, communication campaigns are planned throughout the project lifecycle. Short videos, targeting the general public and policymakers, present the project's results and benefits. Posts are regularly updated and maintained by EQY, the leading partner for social media activities. High-impact campaigns are organized at least once a year to showcase significant developments and outcomes.

Social Media Campaign Timeline

Table 5 - Detailed social media campaign planning

Date	Topic	Partners Involved	Communication Support
Sep. 2024 – Oct. 2024	Project presentation	EQY	Visuals + infographics
Nov. 2024 – Feb. 2025	Project Members' presentation	All	Photos + written presentations
Feb. 2025	Launch of the website in English + translation into the languages of the demonstration sites	EQY	Website link
March 2025 – April 2025	Demonstration pilot' presentation	All	Photos + written presentations
Mar. 2025	International Women's Day	EQY	Visuals + written interviews
May 2025 – July 2025	Presentation of Work Packages	EQY	Visuals + written presentations
July 2025 – Dec. 2025	"Did You know?"	EQY	Visuals + written presentations
Sep. 2025 – Jul. 2026	Publications presenting preliminary results	EQY	Article + LinkedIn post + link to publications
Sep. – Oct. 2025	Preparation and launch of an animated project presentation video	EQY + All	Video
Jan. – June 2026	Presentation of the Mobile App	Pilots + EQY	Photos / infographics
July – Dec. 2026	Presentation of the digital platform	Pilots + EQY	Articles, press releases, photos, videos, interviews, infographics



Aug. 2026 – Aug. 2027	Presentation of final project results	SINTEF, ACC, TOTAL + EQY	Reports/publications + interviews/testimonials + infographics
Jan. – Aug. 2027	Feedback from end-users and pilot sites on the demonstration phase	EQY + pilots	Articles + interviews + videos

Monitoring Impact

The impact of communication and dissemination activities on social media is regularly assessed using LinkedIn analytics. Statistics are gathered to evaluate engagement and refine strategies to maximize outreach.

This comprehensive social media plan ensures the PREPSHIELD project achieves its communication objectives, effectively engaging stakeholders and amplifying the impact of its innovations and results.

Key indicators

	Poor impact	Good impact	Excellent impact
Number of communication campaigns organised	< 5	5-10	>10

Bi-annual newsletters

The PREPSHIELD project uses newsletters to provide periodic updates on project developments, publications, events, and future plans. These newsletters are distributed to stakeholders, partners, and interested individuals, fostering direct and comprehensive communication with the project’s audience.

Purpose

The primary aim of the newsletter is to offer detailed and accessible means of communication for those interested in the project. By summarizing key activities and developments, it helps keep the audience informed and engaged.





Content

Each newsletter includes:

- **Overview of the PREPSHIELD Project:** details on objectives, goals, and partners involved.
- **Ongoing activities and achieved results:** updates on project progress and outcomes when applicable.
- **Upcoming news and events:** information on future plans and scheduled activities.

Schedule

Starting from Month 6 (M6) of the project, a concise PDF newsletter is produced every six months. These newsletters are uploaded to the project website and shared on social media to maximize reach and accessibility.

Press releases

Press releases are issued to announce significant project milestones or findings. These are shared with media outlets to boost visibility and raise awareness about the project's progress and impact.

By combining periodic newsletters with well-timed press releases, the PREPSHIELD project ensures effective communication with its stakeholders and the broader public.

3. Monitoring and impact assessment

3.1. Reporting procedure – rules overview

During the project and for one year after its conclusion, dissemination activities (e.g., publications, presentations) must follow the procedures set in *Article 8.4 - Dissemination* of the Consortium Agreement and Article 17.4 of the Grant Agreement and Annex 5, under specific conditions.



Timeline prior notice

- a. **Conference abstracts and PPT presentations**
 - Prior written notice of the final version of conference abstracts, non-published presentations (PowerPoint presentations or similar) shall be given by email to the Parties at least **21 calendar days before submission** (abstracts) or presentation (presentations).
 - Any **objection** to the submission or presentation shall be made in accordance with the Grant Agreement in writing to the Coordinator and to the Party or Parties proposing the dissemination **within 21 calendar days after receipt of the notice**.
 - If no objection is made within the time limit stated above, the publication is permitted.
- b. **Journal Publication**
 - Prior notice of any planned publication shall be given to the other Parties at least **45 calendar days before the publication**.
 - Any objection to the planned publication shall be made in accordance with the Grant Agreement by written notice to the Coordinator and to the Party or Parties proposing the dissemination **within 30 calendar days after receipt of the notice**.
 - If no objection is made within the time limit stated above, the publication is permitted.

Grounds for Objection

A Party may object if:

- The publication would harm the protection of their Results or Background.
- It would negatively affect their legitimate interests.
- It includes Confidential Information.

Any objection must detail the requested changes, and the involved Parties must work together to address the concerns (e.g., by modifying the publication or protecting information).

Use of Other Parties' Results, Names and Logos

- A Party cannot publish or disseminate another Party's unpublished Results or Background without their written consent unless the information is already public.





- No Party may use another Party’s name, logo, or trademark in advertising without prior written consent.

Funding acknowledgment (Article 17.2 of the GA)

- All communication and dissemination activities (e.g., media, events, publications, digital and social media) must acknowledge EU support.
- The **European flag** (emblem) and a **funding statement** must be prominently displayed.
Suggestion:

“The work presented is part of the PREPSHIELD project (<https://prepshield-project.eu/>), which is funded through the European Union’s Horizon Europe research and innovation programme under grant agreement no 101168124.”

- The European flag must not be modified or combined with other visual elements.
- When presented with other logos, the EU emblem must be displayed at least as prominently as any other logo.
- The use of the EU emblem is allowed without prior approval from the granting authority but cannot be registered or claimed as an exclusive trademark.
- Article 17.3 of the GA: Any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

“Funded by the European Union. Views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union or REA. Neither the European Union nor the granting authority can be held responsible for them.”



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Ensure these guidelines are followed in all external communication and dissemination activities.

3.2. Reporting – internal procedure

Upload documents to SharePoint

- Depending on the type of activity, select the relevant folder in [WP5](#), create a sub-folder with the name of your activity.
- Upload any relevant document which can be used by EQY to disseminate your activity (eg. event agenda, pictures, PPT presentation.)

Notify EQY

Send an email to alice.pease@euroquality.fr and manelle.sokar@euroquality.fr with detailed information about the activity. Include as much relevant data as possible, such as:

- Link to the folder
- Activity name
- Date and location
- Names of participants
- Number of attendees
- Any supporting materials (e.g., pictures)

Note: All files must be shared exclusively via [SharePoint](#).

Update the com/diss tracker

Log the activity in the [Communication and Dissemination \(Com/Diss\) tracker](#) to ensure it is reported to the European Commission via the portal.





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Note: Ensure all blue fields in the tracker are completed, as they are required for the official European Commission (EC) report.

Content creation

EQY will draft a website article and [LinkedIn](#) post based on the information provided. Please do not announce PREPSHIELD work on your own or other LinkedIn accounts before it has been announced by PREPSHIELD LinkedIn. However, after it has been officially announced, please re-post using other accounts so that it can be efficiently spread.

Review and feedback

You will receive a draft of the content for review. Provide your feedback to ensure accuracy and completeness.

Promotion

Once approved, EQY will publish the article on the project website and promote it through social media channels.

3.3. Communication Task Force

Every three months, a communication task force, consisting of representatives from each partner, will convene to review and assess ongoing activities and determine the next steps for the project's communication efforts.

3.4. Gender dimension

Gender has been recognized as a key factor of vulnerability during health crises, with women and girls being particularly affected by the social and economic consequences, as seen in the "Shadow Pandemic" of COVID-19 and the rise in domestic and gender-based violence. PREPSHIELD will 'integrate a gender-sensitive approach across all its activities. Communication and dissemination



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materials will be designed to be gender-inclusive, avoiding stereotypes and ensuring they do not reinforce gender disparities.

3.5. KPIs’ summary

To track the effectiveness of activities, PREPSHIELD will measure the following Key Performance Indicators (KPIs):

Activity	Poor Impact	Good Impact	Excellent Impact
Scientific Publications	<5 articles	5-7 articles	>7 articles
Event Participation/year	<15 events	15-20 events	>20 events
Event participants/year	<200	200-500	>500
Website Visits	<3,000/year	3,000-5,000/year	>5,000/year
Social Media Posts	<20/year	20-30/year	>30/year

Regular reviews at consortium meetings will ensure progress aligns with these metrics.

4. Exploitation of Results

4.1. Knowledge management and protection

The previous Chapters described how PREPSHIELD’s dissemination and communication activities ensure that research findings reach key audiences - across science, civil society, and policy over the course of the project. While dissemination and communication raise awareness and fosters dialogue through targeted knowledge sharing, **exploitation focuses on the active use of results** -in products, services, policies, or practices - to create tangible, lasting impact.

PREPSHIELD pursues **two complementary routes of exploitation**:

- **Non-commercial exploitation**, which maximizes uptake through policy alignment, capacity building, and public-sector integration

- **Commercial exploitation**, which targets economic value creation via market-ready tools and services.

Exploitation builds on dissemination channels but goes beyond, aiming to:

- map and design tailored strategies for policy, scientific, and market uptake, and
- support the transition from pilot implementations to scalable, self-sustaining models that can be replicated across different regions and systems.

In the following, **Chapter 4.1 outlines an exploitation strategy** that emphasizes adoption, scaling, partnerships, and governance - thus providing a comprehensive complement to the overall exploitation approach. Subsequently, **Section 4.2 presents PREPSHIELD’s approach to knowledge management and intellectual property protection**, ensuring that project results are shared openly where possible while safeguarding innovations with commercial potential, such as the AI-powered PREPSHIELD platform.

4.1.1. Strategic Exploitation Roadmap

While this document sets out the initial exploitation strategy—defining preliminary Key Exploitable Results (KER), exploitation objectives, potential actions, and ownership structures—it serves as a strategic reference point for all partners. Since it is developed at an early stage of the task, with several results not yet fully defined, an updated working document will be prepared at the end of the task timeframe to integrate matured results and refined exploitation pathways.

To ensure that PREPSHIELD’s results lead to tangible, lasting impact, the Project follows a structured **exploitation strategy** that translates innovations into practical use, institutional anchoring, and long-term sustainability. **Key exploitation pathways across technological, political, environmental, social, scientific, and governance-related dimensions** are identified. Each pathway includes indicators, concrete actions, and the key partners involved. The strategy emphasizes alignment with European crisis preparedness initiatives (e.g., EU HERA, IPCR), reusability and standardization of tools, and the involvement of end users and communities throughout development and deployment of the pilots.

The implementation of the strategy will follow a **structured approach** that ensures alignment, practical value, and long-term sustainability across key areas of action. The following criteria will be assessed through structured feedback from pilot implementations and exercises, technical validation of interoperability, and comparison with existing EU frameworks and standards. Where relevant, regulatory requirements and certification pathways will also be considered to ensure practical applicability and long-term sustainability.

- **Criteria for assessing exploitation potential:**



Assessment will consider

- user acceptance (e.g., crisis teams),
- reusability of methods,
- interoperability with existing systems,
- potential for standardization,
- and certification.

- **Promoting adoption and sustainability:**

Based on these criteria, adoption and sustainability will be promoted through targeted measures, including

- training programs for public authorities,
- open technical APIs, further pilot implementations,
- and a governance model for the PREPSHIELD platform post-project.

A more concrete prospect for the update and sustainability of the project results can only be made after bilateral and/or multilateral exchanges with project partners.

The **exploitation strategy** outlines a rough **roadmap** with its pathways of the **eight specific project results (Key Exploitable Results) envisaged**. The table 6 below summarizes each project result along with its exploitation objective and the proposed actions to achieve these goals:

The PREPSHIELD exploitation strategy aims to ensure long-term use and impact of project results across all relevant dimensions or domains—not only by enabling the adoption of innovative technologies and institutional practices, but also by embedding them in scientific discourse and sustainable governance frameworks.

Table 6 - Overview of Key Exploitable Results (KERs) with corresponding exploitation objectives and potential actionable steps for uptake and long-term impact.

Key Exploitable Results (KER)	Exploitation objective	Potential actionable steps
PR1: Needs analysis (D1.1)	Provide empirical basis on vulnerabilities in health crises for researchers and policymakers	Publish in scientific papers; present at conferences/events; co-creation workshops with health professionals, local policymakers, CSOs

PR2: Policy recommendations for crisis preparedness (D1.2 and D4.1)	Influence crisis preparedness policies addressing health literacy gaps	Disseminate via policy briefs, conferences/events for policymakers; use partners’ networks and multiplier organizations
PR3: Framework for crisis management and communication (D1.3, D4.2, D4.3)	Provide policy and operational recommendations integrating vulnerabilities	Publish in policy journals; present at events; target health institutions & CSOs; online dissemination (X, LinkedIn, Facebook); present agent-based model to relevant stakeholders
PR4: PREPSHIELD platform (D2.2)	Support decision-making for policymakers and public authorities	Disseminate via policy/scientific journals and events; target policymakers at all levels; limited targeting of researchers
PR4a: Commercial exploitation pathway	Integrate as Crimson module generating royalties	Market to Crimson users; offer 2-day training; adoption cost < €100,000
PR5: PREPSHIELD mobile app (D2.3)	PREPSHIELD mobile app will support the needs of citizens and organizations during preparedness and response phases; Enable two-way communication between mobile app users and Crisis Management Teams (CMTs) through the PREPSHIELD platform, transferring targeted and anonymized information under specific conditions.	Mobile app will be disseminated and tested by targeted citizens, non-governmental organizations, health institutions in project’s physical and digital events, such as TTEs and Online pilots (Ops). During the design we collect user feedback from consortium targeted stakeholders in internal workshops, to define and refine app features. During the demonstration phase the citizens will be reached through online ads in social media, visuals in public spaces and partners’ networks.
PR5a: Commercial exploitation pathway	The mobile app Integrated in the PRESHIELD system	Free for authorities, organizations, citizens; Play Store distribution; The mobile application and AI models could be proposed as a module of the CRIMSON platform. General conditions, Intellectual Property and maintenance costs will be discussed and applied in the course of the project, in T5.3.
PR6: Practices for collaborative crisis management exercises (D4.3)	Guide authorities in implementing collaborative simulations	Disseminate via conferences/events, multipliers; include PREPSHIELD training program, tutorials, best practices, technical advice
PR7: Lessons for digital transformation of health crisis preparedness and management (D4.3)	Recommend ML/simulation use in crisis management	Target public authorities; address data protection & fundamental rights; disseminate via events, multipliers
PR8: Future health crises “what they could look like” video (D2.1)	Raise awareness & stimulate research on future crisis scenarios	Disseminate via scientific events/publications, popular science articles, online ads, local events; target researchers, policymakers, citizens

The PREPSHIELD exploitation strategy aims to ensure long-term use and impact of project results across all relevant dimensions or domains - not only by enabling the adoption of innovative technologies and institutional practices, but also by embedding them in scientific discourse and sustainable governance frameworks.

4.1.2. Identifying and Developing Exploitation Results

To ensure that the PREPSHIELD results are not only visible but also actively used and further developed, the project applies a structured process for identifying, assessing, and developing key exploitable results (KERs). This process is coordinated by the Exploitation Lead, FHH, in close cooperation with all project partners and Task Leaders.

The approach includes the following elements:

Continuous identification of results: All partners are encouraged to flag potential exploitable results as part of ongoing Work Package activities and at regular project-level exploitation check-ins.

Structured evaluation: Identified results are assessed based on their innovation potential, relevance for target users, interoperability, and alignment with PREPSHIELD's mission. Two guiding tools are used in this context:

- the **NABC model** (*Need – Approach – Benefit – Competition*), to quickly assess the strategic relevance and potential value of each result;
- the **Business Model Canvas (BMC)**, to structure the value proposition, user relationships, and delivery mechanisms for results with high uptake potential.

Clarification of ownership and rights: The Intellectual Property Right (IPR) framework supports transparent handling of ownership, joint development, and access rights during the assessment process.

Integration into exploitation pathways: Results with confirmed uptake potential are assigned to one or more of the six strategic exploitation dimensions (technological, political, environmental, social, scientific, and governance and sustainability). The allocation will be informed by the structured KER assessment process (e.g., using NABC and Business Model Canvas), combined with partner discussions during exploitation check-ins. This approach ensures that each result is mapped to the most relevant pathways according to its potential value, applicability, and maturity.

Living list of exploitable results: A dynamic list of KERs is maintained throughout the project and updated as part of periodic reports. Where appropriate, results will be promoted via the Horizon Results Platform and related EU exploitation support tools.

This process ensures that promising innovations are recognized early, strategically supported, and developed in a way that maximizes their usability, visibility, and long-term value.

4.1.3. Exploitation roadmap and pathways

The following sections break down the exploitation strategy into six thematic dimensions - technological, political, environmental, social, scientific, and governance & sustainability. Each dimension includes concrete pathways with defined indicators, actions, and responsible partners to support uptake, impact, and long-term use of PREPSHIELD results. These pathways represent strategic directions and opportunities for impact; they are not strict requirements, nor is it expected that all outcomes will be achieved simultaneously. (see [table 6](#))

1. Technological Dimension and its Pathways for Uptake

The PREPSHIELD platform - building on the CRIMSON architecture - and the PREPSHIELD mobile app represents the technological backbone of the project. Exploitation focuses on long-term adoption by public authorities and reusability of individual modules. Uptake and reuse are supported through pilot-based validation in Hamburg, Piedmont, and Romania, adherence to open standards and interoperable design, targeted training and onboarding for authorities, and a combination of open-source and commercial deployment options, ensuring practical accessibility, support, and sustainability.

- **Modular, interoperable architecture:** PREPSHIELD components such as the scenario engine and agent-based models are designed for reuse and integration into existing IT systems and public-sector decision-making platforms.
- **Co-development with pilot sites:** Ongoing feedback from pilot implementations informs platform adaptation for real-world deployment.
- **Sustainability options:** Technical exploitation includes both open-source licensing of selected modules and a commercial deployment model via CRIMSON, including training and support services.

2. Political Pathways for Policy Integration

PREPSHIELD provides policy kits and governance tools that align with existing EU and national preparedness structures:



- **Alignment with EU instruments:** The project ensures consistency with IPCR, EU HERA, and the Health Security Committee, supporting integration into institutional response frameworks.
- **Tailored policy kits:** Evidence-based briefs and decision-support templates are co-developed with public authorities to enhance policy readiness and harmonization.
- **Procurement readiness:** Where possible, outputs will be formatted to support uptake through public procurement channels, aiming to enable real-world implementation.
- **Stakeholder engagement:** Targeted exchange with EU-level actors supports transferability and standardization of standard operating procedures (SOPs).

3. Environmental Dimension and its Pathways

Environmental risks are addressed through the inclusion of One Health considerations and climate-health interdependencies in modeling and recommendations:

- **Scenario modeling with environmental variables:** PREPSHIELD includes climate-related indicators to enhance the realism and policy relevance of simulated scenarios.

4. Social and Community Dimension and its Impact Pathways

PREPSHIELD ensures meaningful involvement of vulnerable and underserved groups in design, training, and application:

- **Co-creation and empowerment:** Workshops with local stakeholders foster inclusive design and engagement, ensuring solutions are tailored to community needs.
- **Local anchoring through trusted actors:** Civil society organisations, churches, and community leaders support ongoing use of the mobile app in public awareness and training efforts.
- **Behavioral training strategies:** Gamified simulations help anchor preparedness behaviorally, especially in underserved settings.

5. Scientific Dissemination Pathways

PREPSHIELD contributes to long-term advancement of scientific knowledge and its practical use in crisis preparedness:

- **Open access and reproducibility:** Data, methods, and findings are made openly accessible to enable uptake and reuse by the scientific community.



- **Integration into future research:** Key exploitable results are positioned for use in subsequent research projects, academic curricula, and cross-disciplinary collaborations, ensuring continuity beyond the project.
- **Capacity building:** By providing reproducible outputs and training resources, PREPSHIELD strengthens the ability of researchers and institutions to advance crisis preparedness.
- **Evidence for policy:** Scientific findings are designed to support evidence-based policy dialogue, enabling researchers to channel results into policy advice and standard-setting processes. (see also 2. Political Dimension and its Pathways for Policy Integration)

6. Governance and Sustainability Strategy

To support sustainability beyond the project duration, PREPSHIELD will establish structures for platform governance, user support, and long-term maintenance:

- **Governance board:** A multi-stakeholder advisory structure will guide future development and evolution of the PREPSHIELD platform.
- **Training and knowledge transfer:** Public-sector users will be trained through dedicated programs led by FHH and TH Köln, including documentation and onboarding.
- **Hosting and maintenance infrastructure:** A hosting solution, potentially anchored in the CRIMSON service model, will be explored to ensure platform continuity and scalability.

The following table (7) summarizes how these pathways are translated into concrete actions and responsibilities, thereby providing an operational overview of the exploitation strategy. It identifies preliminary ways in which the project results can be adopted and translated into real impact, providing strategic guidance. It has been deliberately kept at a general level at this stage, so it does not yet represent a detailed exploitation plan. Specific exploitation measures will be defined and refined further in collaboration with the Consortium during the course of the project.

Table 7 - Overview of strategic exploitation pathways across six dimensions, including key exploitation focus, exploitation actions, and contributing partners.

Indicator & Key Exploitation Focus	Exploitation Actions	Contributing Partners
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Implementation in the field of technology

Indicator of public authorities adopting the platform or app: Long-term uptake of the PREPSHIELD platform and mobile app as digital decision-support tools in health crises.	<ul style="list-style-type: none"> - develop Application Programming Interface (API) availability - ensure Interoperability with existing IT systems 	CSG, ICCS, UG, SSG, UZH, FHH
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	<ul style="list-style-type: none"> prepare certification package engage IT depts of authorities 	
Indicator for modules reused in other systems: Structured Uptake through pilot feedback (Hamburg, Piedmont, Romania) and modular architecture, e.g., scenario engine, agent-based models (incl. commercial exploitation).	<ul style="list-style-type: none"> publish technical documentation & deployment packages tailor modules for CRIMSON collect pilot feedback and iterate 	UG, CSG, ICCS

Implementation in politics

Indicator of policy kits adopted: Integration of PREPSHIELD's recommendations and governance tools into national and EU-level preparedness structures.	<ul style="list-style-type: none"> Co-develop briefs with local governments map the alignment with EU bodies 	UPO, THK, UG, UiO, FHH, DSU
Indicator of Standard Operating Procedure (SOPs) revised or influenced: Transferability & Standardization through tailored briefs and interoperable SOPs.	<ul style="list-style-type: none"> Create templates and best practices for SOP adoption organize stakeholder reviews 	THK, UPO

Implementation in the environmental sector

Indicator of use cases linking climate change and health crises: Consideration of One Health and environmental interdependencies in scenario modelling and policy recommendations.	<ul style="list-style-type: none"> Model environmental links in simulation engine validate through expert feedback 	UZH, THK, UG
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Implementation in the social and community sector

Indicator of co-creation workshops held: Empowerment of vulnerable and underserved groups via inclusive design, training, and engagement.	<ul style="list-style-type: none"> Organize inclusive design workshops evaluate usability of platform among target groups 	UG, THK, FHH, MLKS, EQY
Indicator of training sessions post-project: Behavioral Anchoring through gamified simulations and training via trusted community actors (e.g., churches, CSOs).	<ul style="list-style-type: none"> Develop gamified scenarios partner with NGOs for outreach 	MLKS, RRC, FHH

Implementation in the field of science

Indicator of scientific exploitation: Uptake of PREPSHIELD results in scientific research and education, ensuring long-term integration into the knowledge base.	<ul style="list-style-type: none"> Make project datasets, tools, and methods openly accessible and reproducible 	UG, UiO, UPO, UZH
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	- Promote uptake through integration into future research projects, curricula, and collaborative initiatives	
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Implementation in the area of governance and sustainability

Indicator of follow-up meetings post-project: Establishment of governance model and infrastructure for long-term evolution and scaling of the PREPSHIELD platform.	- Define governance structure - plan hosting/maintenance in collaboration with CSG	THK, FHH, CSG, SSG
Indicator of trained users: Knowledge Transfer via training programs and documentation for public authorities.	- Develop training content - implement local workshops	THK, FHH

4.2. Knowledge management and protection

PREPSHIELD will apply robust IP management strategies, ensuring open access to most outputs while protecting commercially valuable results like the AI platform. This approach will balance dissemination with exploitation potential.

Intellectual Property Rights (IPR) refer to the legal rights granted to individuals or organizations over their creations, inventions, and innovations. These rights enable the creators to control the use of their intellectual property, ensuring they can benefit from their work. IPR includes patents, copyrights, trademarks, and trade secrets, each offering different types of protection for various forms of intellectual property.

In a project such as PREPSHIELD, IPR identification, tracking and implementation plays a crucial role in fostering collaboration and innovation while protecting the interests of all parties involved. It ensures that each partner's contributions (in background as in foreground) are recognized and safeguarded, preventing unauthorized use or exploitation of the intellectual property, and enabling fruitful exploitation of further results. Clear IPR agreements help in avoiding disputes, promoting trust, and encouraging the sharing of knowledge and resources among partners. This, in turn, enhances the overall success and sustainability of the project.

The IPR management of the projects results will be conducted with the following methodology:

- identification of the legal basis (PREPSHIELD Consortium Agreement clauses, identified background from partners, expected results)
- identification of the various options in terms of



- IP protection: patents, copyright, trademarks ...
- Access to results: Sale of IP, commercial licensing, open source/open access
- definition of an initial database of results and innovations:
 - Ownership of the result (single/joint + names)
 - Expected exploitation of the result
 - Availability for consortium members/third party
 - Link to consortium members IPR (+ measures to ensure access, if any)
 - Link to third party IPR (+ measures to ensure access, if any)

Note: it is planned to conduct 1-to-1 meetings with partners to build this initial database in a collaborative way. Any possible misalignment between partners will be identified early and worked through in a collaborative way

- Regular update of the database, including
 - Update of the existing results/innovation (ownership, expected exploitation and/or link with external IPR)
 - Update of the results/innovation list (in the case where an innovation or possible new results are identified during the course of the project)

The initial database of results and innovation will be included in the periodic report due in M18.

The final database will be included in the final report due in M36.

Conclusion

The **Communication and Dissemination Plan** is integral to achieving the objectives of the PREPSHIELD project. By targeting a diverse range of stakeholders and the general public, this strategy ensures that the project's tools, methodologies, and recommendations reach the audiences that can benefit most from them.

The plan's multifaceted approach - ranging from scientific publications and conferences to social media campaigns and local events - maximizes the project's visibility and fosters the adoption of inclusive, citizen-focused health crisis management practices.

Through continuous monitoring and adaptation, this plan will not only enhance the immediate impact of





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PREPSHIELD but also create pathways for the long-term integration of its outcomes into policies and practices across Europe. By promoting collaboration, raising awareness, and driving innovation, the plan will contribute to building a more resilient and prepared society for future health crises.

References



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