



D2.2 DISSEMINATION REPORT

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Table of Contents

Project Information.....	3
Abbreviations and Acronyms.....	4
List of Figures.....	5
1. Executive Summary.....	6
2. Introduction.....	7
3. Analysis of Communication and Dissemination Channels.....	8
3.1 Graphics and Visual Identity.....	8
3.1.1 Logo and Colours.....	8
3.1.2 Typography.....	9
3.2 Website.....	12
3.3 Leaflet.....	15
3.4 Newsletter.....	17
3.5 Social Media Platforms.....	18
3.6 Events.....	20
3.7 Publications.....	26
3.8 Layman's version of Final Report.....	27
4. Identification of relevant target groups - Stakeholder Analysis.....	28
5. Key Performance Indicators.....	31
6. Conclusion.....	33





Project Information

Project Full Title:	Network of Comprehensive Cancer Centres: Preparatory activities on creation of National Comprehensive Cancer Centres and EU Networking
Project Acronym:	CraNE
Project N°:	101075284
Call:	EU4H-2021-JA-IBA
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Starting Date:	01 October 2022
Duration:	24 months
Coordinator:	NIJZ-NACIONALNI INSTITUT ZA JAVNO ZDRAVJE-Slovenia





Abbreviations and Acronyms

CCC	Comprehensive Cancer Centre
CCCN	Comprehensice Cancer Care Network
DT	Dissemination Team
EC	European Commission
EU	European Union
JA	Joint Action
KPI	Key Performance Indicator
LSF	Local Stakeholder Forum
M	Member States
SC	Steering Committee
WP	Work Package





List of Figures

Figure 1 – CraNE JA logo

Figure 2 - CraNE JA PPT templates

Figure 3 - CraNE JA Stationary

Figure 4 - Banner for CraNE JA Final Conference

Figure 5 - Example of photo transition screen for CraNE JA Final Conference

Figure 6 - CraNE JA's QR code

Figure 7 – Front page of the CraNE website

Figure 8 – Manual with technical specifications for the CraNE JA's website

Figure 9 – Website statistics

Figure 10 – Top 10 countries of website visitors

Figure 11 – CraNE JA's Leaflet

Figure 12 – CraNE JA's Newsletter -excerpt

Figure 13 – CraNE JA's Twitter (X) analytics

Figure 14 – CraNE JA's Twitter (X)

Figure 15 – CraNE JA's LinkedIn

Figure 16 – WP7 Stakeholder Forum in Oslo, Norway

Figure 17 – Local Stakeholder Forum in Bratislava, Slovakia

Figure 18 – Local Stakeholder Forum in Berlin, Germany

Figure 19 – Local Stakeholder Forum in Athens, Greece

Figure 20 – CraNE JA Final Conference, Brussels

Figure 21 – Stakeholders Classification (by Country)

Figure 22 – Stakeholder Analysis

Figure 23 – Stakeholders Classification (percentage classification of stakeholders)

Figure 24 –Key Performance Indicators/Results of Dissemination & Communication Activities





1. Executive Summary

Communication and dissemination activities of CraNE JA were covered by the Work Package (WP) 2 – Dissemination, which was led by the 1st Regional Health Authority of Greece (1st YPE). WP2 was aimed to carry out proactive and reflective communication and dissemination activities during the whole CraNE JA's duration.

The purpose of this dissemination report is to provide a comprehensive overview of the project's outcomes, impact and the strategies employed to ensure the effective communication of results. This report outlines the efforts made to promote the overall work of the program, engage key stakeholders and maximize the visibility and reach of the project's findings.

During this 2-year period of CraNE JA, the WP2 Team has been conducting several activities for effective communication and dissemination, using various channels and tools and facilitating enhanced information flow. Main focus of WP2 activities was to address all potential stakeholders and to make intensive communication sustainable and influential. Dissemination activities were designed to support the project's overall goals by fostering collaboration, raising awareness and enabling the integration of outcomes into relevant policies and practices. Through a targeted communication and dissemination strategy, we sought to engage a wide spectrum of target groups, including healthcare professionals, researchers, patients and patient organizations, policymakers and the broader public. The use of multiple dissemination channels, such as events, workshops, social media platforms, dedicated to the project website and publications, has been crucial in achieving wide-reaching impact.

This report will detail the process of implementing the dissemination and communication strategy by analyzing the specific dissemination tools, methods and key activities performed throughout the project lifecycle. It will also evaluate the success of these efforts in fostering engagement and ensuring the long-term sustainability of the project's results.

With all the dissemination and communication activities that were carried out during CraNE JA, the aims have been reached, as target groups were identified, dissemination and communication channels were successfully developed to reach target audiences and key stakeholders from different Member States interacted in multiple events about CraNE JA, promoting its objectives and outcomes.





2. Introduction

Coherent and sustainable communication can be facilitated by an effective communication and dissemination strategy. Dissemination and Communication Strategy, as the first of the Deliverables of WP2 (D2.1), was prepared at the beginning of the project and described the JA's objectives, targeted measures for communicating the project itself and expected and final outcomes to be disseminated to all relevant target groups/audiences at national and EU level in a two-way exchange. In this way, the CraNE JA Dissemination and Communication plan rested on two pillars, the one dedicated to communication, which covers the whole project and the one dedicated to dissemination, which covers mostly the results and the outcomes of the CraNE JA. This strategy has been continuously monitored to ensure the highest transferability of CraNE JA's results and outcomes in a long-time run.

When carrying out communication activities, the focus was to maximize the impact of the CraNE JA on the Member States' target groups (e.g. healthcare professionals, national authorities, researchers, patient advocates), in the perspective of highlighting the Cancer Networks. The objectives of the Dissemination Strategy aimed at raising awareness and build alliances among stakeholders, in order to achieve wide support for the implementation of the necessary organizational changes during the establishment of CCCs. These objectives were:

1. Identification of relevant target groups, networks and audiences to elaborate effective communication pathways/channels
2. Development of CraNE Web portal and reporting tools
3. Optimization and implementation of specific content for defined target groups and communication channels accordingly
4. Involvement of all partners in active local networking and communication channeling

The communication activities in the Dissemination Strategy were categorized as "internal" and "external", referring to the targets of communication channels, which are all CraNE JA partners and external stakeholders respectively. Despite this differentiation, in this report we will describe all the activities in total, not separately for each of the above categories and we will evaluate all the work of the Dissemination Team (DT) with the use of key performance indicators (KPIs).





3. Analysis of Communication and Dissemination Channels

Throughout the 2-years lifecycle of the project, we followed the Dissemination Strategy in establishing and standardizing its visual identity and in developing all the tools needed to satisfy CraNE JA 's objectives, making adjustments when it was necessary. All these communication tools and activities promoting the graphic identity of the project are analyzed below.

3.1 Graphics and Visual identity

The graphics and visual identity of the project -the first Milestone for WP2 (MS3) completed on time within the 2nd month of the project- defined its look across communicating channels and encompassed the elements that created its overall feel. A cohesive visual identity not only enhances recognition, but also strengthens the values and the objectives of the project and creates a lasting first impression.

3.1.1 Logo and Colours

As the logo of a project is a distinctive symbol that represents it, we tried to make CraNE JA logo simple and memorable. Although at the beginning of the project we faced the issue of the existence of an enterprise that used the same brand name with this EU Joint Action and had to readjust our logo, with the collaboration of the Coordination Team (WP1), we finally adopted the concept of the bird “crane”, as a symbol of survival, strength and hope, implicitly referring to these values that are necessary through the cancer journey.

Regarding the color palette, we used two colors, the purple for the CraNE logo and a tone of blue -in combination with purple- as a complementary color for all the other materials. This color palette was consistent across all tools/materials of the project and they conveyed its tone and mood.

Taking all the above into account, the logo in its final form derived -after many discussions and a voting procedure- from the combination of a paper crane (from Japan's culture as a symbol of personal battle for life) and the acronym of the project, as a bird ready to take off:



Figure 1 – Crane JA Logo



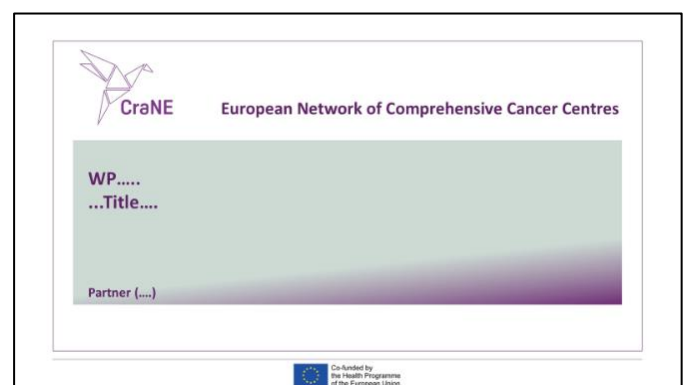
The logo was used in every action and activity of the Crane JA as mandatory and during the project it was adjusted to different file formats (jpg, png, pdf, transparent version, e.tc.) to satisfy the needs of the dissemination tools.

3.1.2 Typography

For homogeneity purposes and in order to reflect a unique style of the project in all the developed materials, we created homogeneous formats applied in ppt presentations, stationary, promotion materials (screens in events, banners, e.tc.), website and project’s leaflet. The specific typography was held even in the creation of the QR code leading to the website of Crane JA.

All the above-mentioned materials developed from DT -apart from the leaflet and the website that are going to be described later in this report- are presented below:

Figure 2 – Crane JA PPT templates





CraNE

"Title"

"Title"

Event / example: kick off meeting Brussels 4-5/11/2022

Co-funded by the Health Programme of the European Union

"Title"

CraNE

Event / example: kick off meeting Brussels 4-5/11/2022

Co-funded by the Health Programme of the European Union

CraNE

Title

Text

.....

.....

Event / example: kick off meeting Brussels 4-5/11/2022

Co-funded by the Health Programme of the European Union

TITLE

CraNE

" "

" "

-
-
-
-

Event / example: kick off meeting Brussels 4-5/11/2022

Co-funded by the Health Programme of the European Union

CraNE

Title

Event / example: kick off meeting Brussels 4-5/11/2022

Co-funded by the Health Programme of the European Union



Figure 3 – Crane JA Stationary

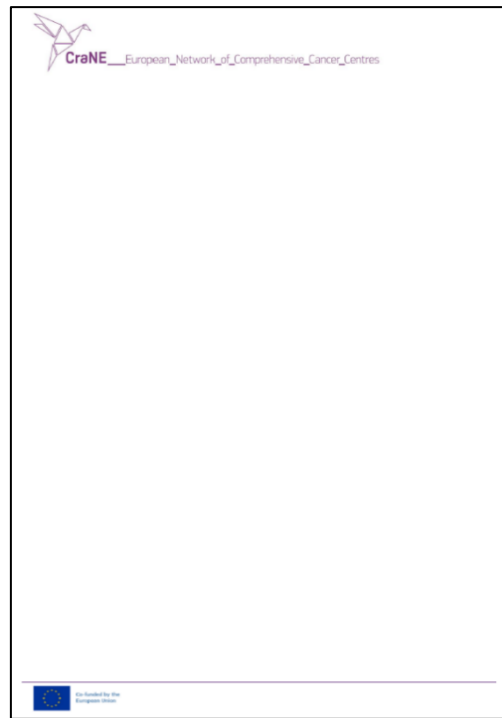


Figure 4 – Banner for Crane JA Final Conference



Figure 5 – Example of photo transition screen for CraNE JA Final Conference



Figure 6 – CraNE JA's QR code

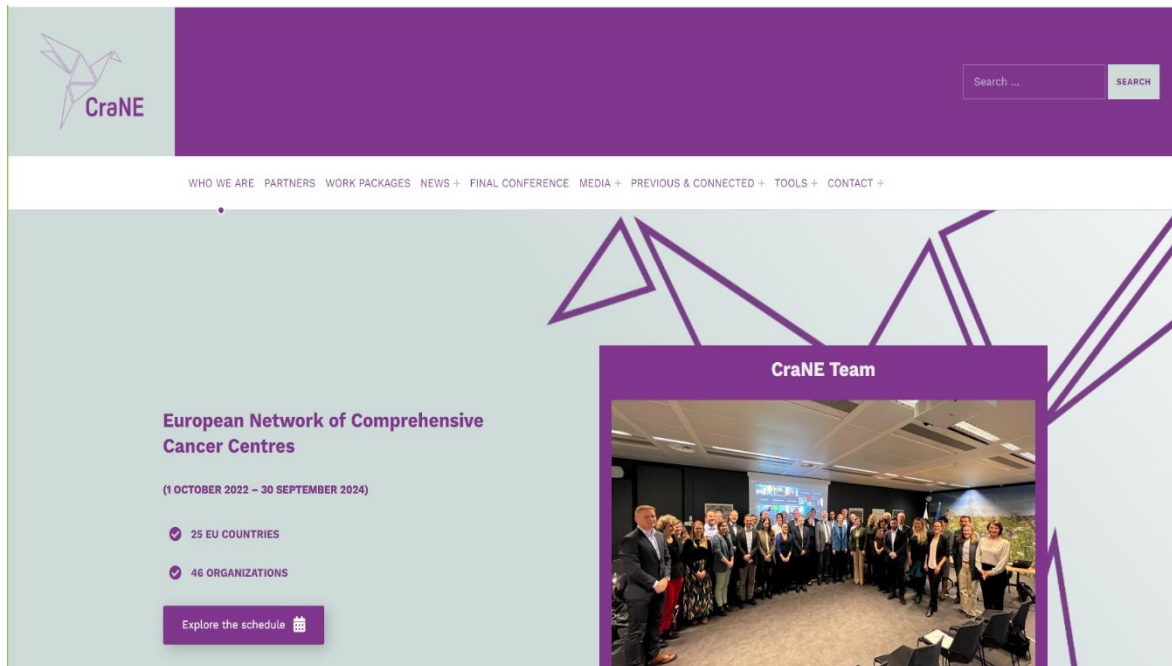


3.2 Website

One of the key tools of the communication and dissemination activities of WP2 was CraNE JA's website: <https://crane4health.eu/>. The website was created as a milestone (MS4) on the 2nd month of the JA (12/2022) and it was continuously maintained and developed by WP2. All dissemination tools (leaflet, newsletter) as well as posts and news on all other channels of communication (social media platforms) urge the audience to visit the website to find the latest news and updates, online events, access publications relevant to the JA from all the participating countries and become familiar overall with CraNE JA.

As the central platform for the project, it provides a secure repository for storing and sharing project's information and outcomes and was designed to be user friendly and easy to navigate.

Figure 7 – Front page of the CraNE website



The feeding of the website depended mainly on partners' feeding with information, events, e.tc. For reasons of homogeneity, the DT created and shared internally with all the JA's partners a Manual, referring to all technical specifications that they had to follow when sending materials (photos, videos, texts, e.tc.) for uploading:

Figure 8 – Manual with technical specifications for the CraNE JA's website





For monitoring website’s traffic and performance, we used the Google Analytics System (from May 2023). The measurement of the results is a dynamic process as the figures change in an every-day basis. In the figures below there are analytics about the total number of visitors of the website (last date of metrics for all statistics: 26/09/2024), page views (a page view is recorded each time a user accesses a specific page, regardless of whether it is a new or a returning user) and country (location) from where users visited the website.

Figure 9 – Website statistics

General Stats	
User Online	1
Total Page Views	60,436
Total Visitors	7,760
Page Views Per Visit	7.79
Last Hits Time	12:57:40 26 September 2024

Figure 10 – Top 10 countries of website visitors

	COUNTRY	USERS
1	Greece	1824
2	United States	964
3	Poland	524
4	Netherlands	451
5	Spain	438
6	France	384
7	Portugal	379
8	Sweden	316
9	Finland	305
10	Slovenia	304

As it can be seen from the above figures, Greece holds the first place among the top 10 countries of website visitors, which is normal since the leading of the DT that performs all the changes and adjustments in an everyday basis was assigned to Greece. In addition, interestingly enough, United States of America (not a European country) holds the second place -by far from the countries below-, showing the impact of the CraNE JA beyond Europe’s borders. This ranking among countries presented approximately the same





picture with slight differences during the period of analysis. Countries with very little hits on the website were not countered, but again it was interesting to see that there were hits from non-European countries, such as Jordan and Colombia.

The important thing about the analysis above was that all the targets set in the Dissemination Strategy about website traffic were accomplished, with visitors from 25 countries, more than 2500 unique visitors (approx. 2580 until 26/09/2024) and a total number of visitors 7760. In addition, the Dissemination Team (DT) has shown quick reflexes regarding the responsiveness of uploading new data from partners.

Although the level of the feeding from partners was rather low, the constant updates, additions and reminders to partners on behalf of the DT paid off, increasing the visitors and website's traffic.

3.3 Leaflet

The CraNE JA leaflet was a Milestone for WP2 (MS3) and was formulated in the second month of the project. It is the main publicity element of the project dissemination and was used to raise awareness about CCCs, to provide an overview of the project's goals and objectives and to attract stakeholders.

Regarding the content of the leaflet, it includes the most important information about the JA and the structure is as follows:


- Introduction
- Partners (list)
- Target groups
- Main objective
- Work Packages
- Outcomes
- CraNE in numbers
- Funding
- Contacts

The leaflet was uploaded on CraNE's website in a printable version in order to be available to the public and was printed and distributed as a communication activity about the project by several partners. On behalf of the DT, it was printed and distributed in two Oncology Hospitals of Athens, Greece, in the Greek Local Stakeholder Forum in Athens and in the Final Conference of CraNE JA in Brussels.






Figure 11 – CraNE JA’s Leaflet



CraNE Outcomes

The expected outcomes of CraNE Joint Action (JA) are:

- The establishment of a common and concrete understanding, among all partners and participating countries, of the concept of Comprehensive Cancer Centres (CCCs), in terms of their composition, functioning and governance.
- A consensus-based model for CCCs, both standalone centres as well as centres which may be part of University or General Hospitals, incorporating the interface of both delivery of care and research.
- The definition of clear recommendations regarding the organization and delivery of comprehensive and high-quality cancer care in CCCs and their networks.
- The identification of current practices and patterns of organisation in real-life settings as key references to assess how high-quality care and research can be developed and available to all cancer patients in regional and local level.
- A realistic and functional framework and criteria (pre-requirements) to enable the implementation of CCCs within an EU Network, taking in account not only the existing patterns (as aforementioned) but also the local potential for support.
- The balance between organizational aspects and quality of care of the CCCs as well as between existing patterns of cancer care and proposed ones within the Comprehensive Cancer Care Networks level of care, to ensure functionality and implementation in order to eliminate any unacceptable disparities currently present across the EU Member States.




CraNE in Numbers

Budget:
2 999 998 EUR
Co-funding by EU

On board:
25 Countries
46 Partners

Duration:
2 years
Starting date: 1 October 2022
End date: 30 September 2024


Funding
The CraNE Joint Action is funded by the EU in the framework of the EU4Health Programme



Contacts
Project management team
National Institute of Public Health of the Republic of Slovenia
crane@nijz.si

Dissemination team
1st Regional Health Authority of Attica (1ST YPE)
crane.dissemination@1dype.gov.gr

Official website of the CraNE JA
www.craNE4health.eu



CraNE


European Network of Comprehensive Cancer Centres

The CraNE Joint Action is proposed for funding in response to the flagship Number 5 of the Europe's Beating Cancer Plan, which defines that the European Commission will establish by 2025, an EU Network linking recognised National Comprehensive Cancer Centres (CCCs) in every Member State (MS).

It aims to build upon of the outcomes of previous CanCon and iPAAC Joint Actions, preparing the necessary preconditions, either administrative or professional and those related to high-quality performance and access for the patient.

The process will facilitate the integration of both the existing CCCs as well as the newly characterized as CCCs across all EU MS.

The assessment of feasibility of such an EU Network of CCCs, taking into account the various MSs Health systems, will be performed in order to ensure the sustainability of the scheme.





Partners Competent authorities

Slovenia (coordinator) National Institute of Public Health of the Republic of Slovenia (NIJZ)
Austria Austrian National Public Health Institute (öGg)
Belgium Sciensano
Bulgaria University Specialized Hospital for Active Treatment in Oncology (USHATO)
Croatia Croatian Institute of Public Health (CIPIH)
Cyprus Ministry of Health of the Republic of Cyprus (MOH)
Czech Republic Motol University Hospital (MUH)
Estonia Ministry of Social Affairs Republic of Estonia (MSAE)
France French National Cancer Institute (INCa)
Germany Federal Ministry of Health (BMG)
Greece 1st Regional Health Authority of Attica (1ST YPE)
Hungary National Institute of Oncology (IOI)
Ireland Department of Health (DOH)
Italy Alliance Against Cancer (ACC)
Latvia Riga East University Hospital (REUH)
Lithuania Ministry of Health of the Republic of Lithuania (SAM.LT)
Luxembourg National Cancer Institute (INC)
Malta Ministry for Health - Government of Malta (MFH)
Norway Oslo University Hospital (OUS) - OECI (subcontractor)
Poland National Institute of Public Health (NIZP-PZH-PIB)
Portugal Ministry of Health of the Portuguese Republic (MS)
Romania Oncology Institute Ion Chiricuta (IOCN)
Slovakia National Cancer Institute (NOU)-National Oncology Institute (NOI)
Spain Catalan Institute of Oncology (ICO)
Sweden National Board of Health and Welfare (NBHW)

Target groups

The target group of CraNE JA are the main actors who will be concerned in the future development of the network of CCCs:


- Representatives of MSs,
- Networks of CCCs,
- European organizations,
- Experts,
- Patient advocates and representatives.

Main Objectives of CraNE JA

The main objectives of CraNE Joint Action are:

- To prepare the necessary preconditions, administrative, professional and those related to high-quality performance towards Networks of Comprehensive Cancer Centres.
- To link the development of Comprehensive Cancer Care Networks (CCCNs) in EU level with CCCs established in individual Member States.
- To provide an assessment on sustainability and feasibility of networking of CCCs.



Partners Affiliated entities

Belgium Antwerp University Hospital (UZA)
Estonia University of Tartu (UT)
France UNICANCER
France Hospital Federation of France (FHf)
France National Institute of Health and Medical Research (INSERM)
Germany German Cancer Research Center (DKFZ)
Germany German Cancer Society (DKG)
Germany German Cancer Aid (DKH)
Germany TU Dresden (TUD)
Greece Agios Savvas General Anticancer Hospital of Athens (AGIOS SAVVAS)
Greece Laiko General Hospital of Athens (LGHA)
Greece Agia Sofia Children's Hospital (AGIA SOFIA)
Greece Andreas Syggros Hospital for Skin and Venereal Diseases (ANDREAS SYGGROS)
Italy Ministry of Health (MioH)
Italy Luigi Maria Monti Foundation (IM-MCCS)
Lithuania Hospital of Lithuanian University of Health Sciences Kauno Clinikos (LSMULKK)
Lithuania Vilnius University Hospital Gerosos Klinikos (VULSK)
Lithuania National Cancer Institute (NIC)
Luxembourg Luxembourg Institute of Health (LIH)
Slovenia Institute of Oncology Ljubljana (IOL)
Spain Valdecilla Biomedical Research Institute (IDIVAL)

CraNE Work Packages

WP1: Coordination
WP2: Dissemination
WP3: Evaluation
WP4: Sustainability
WP5: The EU Network of Comprehensive Cancer Centres
WP6: Organization of comprehensive, high-quality cancer care in Comprehensive Cancer Care Networks (CCCNs)
WP7: Framework and criteria to enable the implementation of CCCs within an EU Network
WP8: Equitable access to high-quality care and research: networks in the context of CCCs





3.4 Newsletter

In alignment with CraNE JA Dissemination Strategy (WP2) and the Grand Agreement of the project that set the creation of the project newsletter as a Milestone (MS5), we started publishing newsletters as an effective communication tool to engage our audience. Although the target of the milestone was the release of 6 newsletters, we successfully released a total of 7 newsletters throughout the duration of the Joint Action.

The decision to produce an additional newsletter was made to include a festive edition during Christmas holidays of 2023, which became our fourth newsletter. This extra communication allowed us to share seasonal updates and foster a sense of community among our subscribers.

The newsletters were meticulously crafted to effectively communicate key updates, insights and relevant information regarding the CraNE JA. They included news, events, meetings, upcoming activities, Cancer Awareness Dates information and important milestones, ensuring that both our partners and target audience remained well-informed and engaged. By providing comprehensive and timely information, these newsletters served to strengthen our communication efforts and foster collaboration among stakeholders.

Figure 12 – CraNE JA’s Newsletter -excerpt





Released approximately every three-four months, these newsletters were sent to all JA partners and entities that subscribed via both email and JA’s website, where there was a specific subscriber’s button (active until 09/2024), ensuring that those who had subscribed to the newsletter received it. The total number of subscribers to the project’s newsletter was 61. As we uploaded all issues to CraNE’s website, it is likely that many of the site’s visitors downloaded and read the newsletters in this way, without having a subscription. These people are not counted as subscribers, but they were as well ultimate recipients of this dissemination tool.

The release dates for the seven newsletters of CraNE JA were as follows:

- 1st Newsletter: 9 May 2023
- 2nd Newsletter: 12 July 2023
- 3rd Newsletter: 10 November 2023
- 4th Newsletter: 30 January 2024
- 5th Newsletter: 11 April 2024
- 6th Newsletter: 31 July 2024
- 7th Newsletter: 30 September 2024

3.5 Social Media Platforms

There were two social media platforms that were used in communication and dissemination activities of WP2, as indicated in Communication and Dissemination Strategy, Twitter (X) and LinkedIn. Twitter (X) was the most active, as it is easier to share short information about news, events, e.tc. with the wide public audience. It is the suitable channel to attract experts and public to the CraNE JA’s website and to follow partners, as well as key stakeholders. In the Figure below, we summarized our achievements in the Twitter (X) platform (03/2023 -26/09/2024):

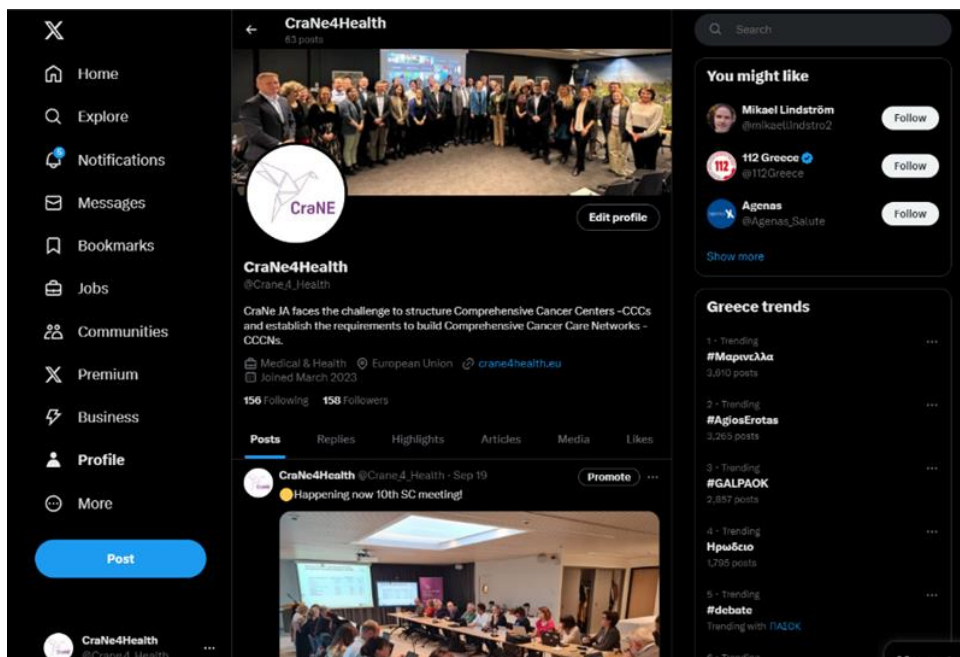
Figure 13 – CraNE JA’s Twitter (X) analytics

Metrics	Number
Total number of tweets	63
Total number of CraNE Followers	158
Total number of people that CraNE profile follows	156



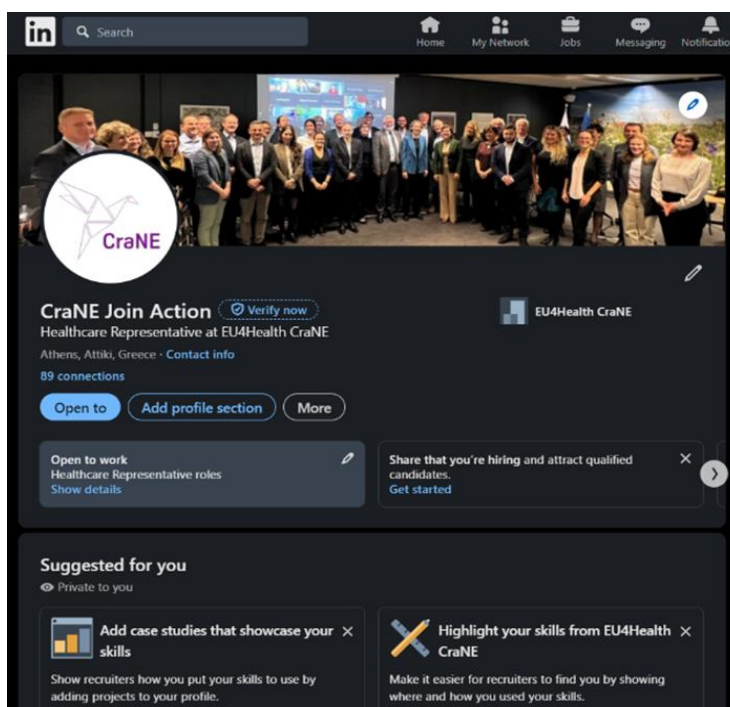


Figure 14 – CraNE JA’s Twitter (X)



The LinkedIn platform was also used, mainly for attracting healthcare professionals and policy makers to the project’s activities, hitting 89 connections.

Figure 15 – CraNE JA’s LinkedIn





3.6 Events

The events that took place within CraNE JA included meetings, conferences and stakeholder forums that were held online, with in-person attendance or in a hybrid way. The information about them as well as any available material that the DT asked from partners after each meeting (e.g. photos, videos, description of the event), depended exclusively on the feedback that they gave to DT. All events sent from the partners were uploaded on the website (37 uploaded events until 26/09/2024), usually within the same day and were announced (more than once for some events) via Twitter (X).

Following the Dissemination Strategy of the project, all the events were used with the objective to disseminate/communicate information to a wide variety of stakeholders. Based on the target audience, these activities aimed at:

- 1) The external communication of the objectives and the outcomes of the JA, such as Stakeholder Forums and the Final Conference of CraNE JA and
- 2) The internal communication between the partners via Kick-off Meetings, the WP Leader Meeting, WP Meetings and Steering Committee meetings.

The project started with the CraNE JA kick-off Meeting in Brussels, followed by the kick-off meetings of the four core WPs, (WP5-Rome, WP6-Berlin, WP7-Paris and WP8-Berlin). During the JA partners organized six WP Meetings (kick-offs are not included), hitting the target set by the Dissemination Strategy.

In the middle of the duration of the project (September 2023), the Coordination Team organized a WP Leader Meeting in Slovenia and approximately every two months they organized a SC Meeting among the Leaders of all WPs.

Local Stakeholder Forums were not an obligatory activity for the partners of the project, except for a Stakeholder Forum organized within WP7 including key stakeholders in European level and an LSF organized by WP2 DT. Within the provision of local events, a forum could be a powerful tool to organize community members and raise awareness of CCCs between local stakeholders, this is why from the beginning of the project DT has proposed their organization. During the CraNE JA, there were five LSFs organized as follows:

1) WP7 Stakeholder Forum in Oslo, Norway - 12/2023 (obligatory)

The Stakeholder Forum in Oslo was organized in the framework of WP7 activities on the 7th -8th of December, in the Radiotherapy Clinic premises. In the forum participated representatives on behalf of (a) the European Commission, (b) the Scientific Cancer Society of Norway, (c) all CraNE JA partners and it was focused on shaping the EU Network of Comprehensive Cancer Centres. The event was structured in presentations,





debates and workshop sessions, which were strongly interactive. The participants had the opportunity to attend and discuss the opinions of scientists working on the field, as well as of all the range of various approaches regarding the EU Network of CCCs. Apart from the related to CraNE theme of the Forum, a clear and open discussion about “CraNE 2” took place. The event gave a great opportunity to bridge the results (more or less shaped) of the current JA to the next JA, towards cohesiveness and responsiveness for the benefit of EU citizens.

The Stakeholder Forum in Oslo proved very fruitful and very useful in terms of networking. The Hosts developed a well-structured process and a friendly though professional context that resulted to a successful Forum, which created added value for the JA and the participants.



Figure 16 – WP7 Stakeholder Forum in Oslo, Norway

2) Local Stakeholder Forum in Bratislava, Slovakia - 12/2023

The Local Stakeholder Forum in Bratislava was an event of leading professionals in health policy making, healthcare provision, research, development and education in oncology and patients’ organizations, that took place at the Ministry of Health of the Slovak Republic on December 15th, 2023, under the auspices of the President of the Slovak Republic. It focused on the integration of clinical care, research, innovations and education in the Comprehensive Cancer Center Network in Europe. It also mapped out the current situation and the challenges for Slovakia to build a National Comprehensive Cancer Center with the aim to improve care and simplify the introduction of quality diagnostic and treatment health services, including expert training, research, clinical trials and education for all healthcare professionals involved. Many prominent people participated in the event, including the President of the Slovak Republic, the Minister of



Health of the Slovak Republic, the Deputy Head of the Unit for Cancer and Health at the European Commission DG Santé and the Scientific Coordinator of the CrANE JA.



Figure 17 – Local Stakeholder Forum in Bratislava, Slovakia

3) Local Stakeholder Forum in Berlin, Germany - 02/2024

The German Local Stakeholder Forum was held in Berlin on 21 February 2024, within the framework of the German Cancer Congress. The event, hosted by the German Cancer Society and German Cancer Aid for the 36th time, attracted health care providers, patients, representatives from German stakeholders in health policy, scientific societies, and health industry representatives. The discussions that took place aimed to present European initiatives to support the fight against cancer, addressing high quality of cancer care and bridging the gap between care and research. During the event, the leader of CrANE JA’s WP6 Leader presented the joint action, including its overarching objective and structure, as well as the four thematic WPs. A more detailed overview was given of WP6, focused on developing the access and availability of comprehensive high quality of care in Comprehensive Cancer Care Networks (CCCNs) to all Member States. As a conclusion, it was emphasized that all European projects should ensure to promote collaboration and synergies in order to improve oncological care in European Member States.





Figure 18 – Local Stakeholder Forum in Berlin, Germany

4) Local Stakeholder Forum in Warsaw, Poland – 07/2024

The Polish Local Stakeholder Forum was a hybrid event that took place in the National Institute of Public Health of Poland, Warsaw (Narodowy Instytut Zdrowia Publicznego PZH – PIB) on 3 July 2024. The participants included CraNE JA Partners and Polish Stakeholders in cancer care: Oncology Centres and University Hospitals. In this event the CraNE JA was presented to the participants, with a greater focus on project’s WP6 results, including the setting up of CCCNs, quality indicators and the certification process for hospitals/oncology centres in order to participate in CCCNs.

5) Local Stakeholder Forum in Athens, Greece – 07/2024 (obligatory)

Regarding the Greek Local Stakeholder Forum organized by WP2 Dissemination Team in Athens, Greece, was held on 09 July 2024, at the Golden Age Hotel of Athens (hybrid), under the organization of 1st Regional Healthcare Authority of Attica (1st YPE), the Greek Competent Authority of CraNE JA, Leader of WP2. The aim of this hybrid forum was to bring together key Greek stakeholders of the field of Oncology, in order to discuss the perspective of Greek Oncology Hospitals and General Hospitals who run Oncology Units, to become Comprehensive Cancer Centers (CCCs) or to participate in Comprehensive Cancer Care Networks (CCCNs). More than 50 participants attended the Greek LSF, including prominent representatives of the field of oncology, such as Professors of Oncology and Surgical Oncology as well as patient advocates, health care professionals (nurses, dieticians, pharmacists, social workers, radiotherapists), health journalists and pharmaceutical sales representatives. The agenda included presentations on behalf of



WP6 (German and Polish partners), the leader of WP2 Greek Team, hospital representatives, the Secretary General for Public Health of the Greek Ministry of Health and a very productive panel discussion among all the participants, online and onsite, which gave the floor to stakeholders from different fields to express their opinion about cancer care in Greek reality and the possibility of the establishment of CCCs and CCCNs in Greece.



Figure 19 – Local Stakeholder Forum in Athens, Greece

All the above LSFs enhanced communication and successfully created a platform where diverse groups (sometimes with conflicting interests) discussed the issue of cancer health care organization and the potential of the CCCs establishment in each of the countries that the events took place. In this way many voices were heard, such as patients' organizations, healthcare professionals and national authorities' representatives.

In addition to the other events, WP4 – Sustainability, in the framework of its responsibilities in the project, organized four Governmental Board Meetings, that is formal meetings where officials from each MS were gathered to discuss the project's objectives and outputs considering their application in the decision-making process for the establishments of various policies in the field of cancer care in each country. These meetings were critical for engaging high-level representatives from MSs in the issues raised through the period of CraNE JA in the potential of organizing cancer care in every MS based on CCCs. Governmental Board Meetings took place as follows:



- 1st Governmental Board Meeting → 20/04/2023, Brussels-Belgium (hybrid)
- 2nd Governmental Board Meeting → 10/11/2023, Brussels-Belgium (hybrid)
- 3rd Governmental Board Meeting → 20/06/2024, Brussels-Belgium (hybrid)
- 4th Governmental Board Meeting → 23/09/2024 (online)

According to the feedback of the project partners, during the 2-year lifecycle of CraNE JA, there have been organized more than 20 external events by third parties, in which the objectives and the outcomes of the project were communicated in multiple ways, such as CraNE leaflet distribution, presentations, posters and conference booths.

As a target for the dissemination of the outcomes of the project, the Final Conference of CraNE JA was organised on 18/09/2024 in Brussels, Belgium and online, by the WP1-Team, the Coordinators of the project from the Slovenian National Institute of Public Health (NIJZ). It was a high-level event with the aim to discuss and showcase the results of the CraNE JA, to assess the progress on improving cancer control in Europe and to consider opportunities and priorities for policy action. The agenda included presentations of WP4, WP5, WP6, WP7 and WP8 of the project as well as panel discussions after each presentation with high level participants from HaDEA and EU MSs. The graphic design layout of the event (screens, banners, e.tc.) was performed by the Dissemination Team (WP2). The event was crowned with great success, communicating the main outputs and impacts of the project and underscoring the successful collaboration achieved between all participating countries and institutions.

[\(https://crane4health.eu/final-conference/\)](https://crane4health.eu/final-conference/)



Figure 20 – CraNE JA Final Conference, Brussels





In all events, Dissemination Team reminded all partners multiple times via email to gather information on gender/sex of the attendees, in the framework of EC's efforts to ensure gender balance in the financed activities. The feedback from the partners on this topic was rather low, statistically resulting in 63% female and 37% male attendees, result that lacks statistical significance as the data are inadequate and gives only a trend about the gender prevailed in the events.

3.7 Publications

Publications are a primary method for sharing knowledge gained through the JA. They ensure that results and best practices are documented and accessible to other researchers, professionals and organizations.

During CraNE JA, 30 publications were uploaded on the project's website, according to the feedback from all participating countries. In these publications it is included an article about the JA that describes the project and its objectives, that was sent to all partners for translation in local languages and to be upload on the website of their institution. Apart from these translations uploaded in institutions' webpages, other publications during the project are listed below (based on the feedback from partners until the end of the project):

- 1) Jelenc M., Albreht T., Lipušček T., Hribar K., Voje N., Potočnik A., "Predstavitev najnovejšega evropskega projekta s področja raka CraNE Joint Action", ISIS journal, p. 33, March 2023 (SLOVENIA)
- 2) Jelenc M., "Začel se je projekt CraNE Joint Action", Utrip journal, p. 25, February-March 2023 (SLOVENIA)
- 3) Jelenc M., Albreht T., "Vzpostavljjanje evropske mreže nacionalnih centrov za celostno obravnavo raka", 42nd International Conference on Organisational Science Development: Interdisciplinarity Counts, March 2023 (SLOVENIA)
- 4) "Network of Comprehensive Cancer Centres: Preparatory activities on creation of National Comprehensive Cancer Centres and EU Networking", Institute of Oncology Ljubljana, online post on Institute's webpage (<https://www.onko-i.si>), 2023 (SLOVENIA)
- 5) Wolf D., "EUnetworkCCC (CCCN) – europaweite Vernetzung der Krebsmedizin", Österreichischer Krebsreport, p. 30, 2023 (AUSTRIA)





- 6) “EU-Projekt: Joint Action for Creation of National Comprehensive Cancer Centres and EU-Networking (CraNE)”, Deutsche Krebsgesellschaft (DKG) website article, (<https://www.krebsgesellschaft.de/internationales.html>) (GERMANY)
- 7) “Qualitätssicherung, Zertifizierung onkologischer Behandlungseinrichtungen”, German Federal Ministry of Health webpage (<https://www.bundesgesundheitsministerium.de>), 2024 (GERMANY)
- 8) “11/2024 Start of new Joint Action EUnetCCC”, European Cancer Centres (ECC) webpage article (<https://ecc-cert.org/news/#>), October 2024 (GERMANY)
- 9) “Facilitate the establishment of the European network of Comprehensive Cancer Centers”, abstract in Alleanza Contro il Cancro (ACC) website (<https://alleanzacontroilcancro.it/en/progetti/unione-europea/crane-ja/>), 2023 (ITALY)
- 10) “Kauno klinikos dalyvauja Nacionalinių visapusiškos vėžio priežiūros centrų tinklo kūrime”, Information notice from the Lithuanian University of Health Sciences Hospital KAUNO KLINIKOS, August 2023 (LITHUANIA)
- 11) “CraNE Joint Action: the newest European project in the field of cancer”, article in Luxembourg Institute of Health website (<https://www.lih.lu/en/article/crane-joint-action-the-newest-european-project-in-the-field-of-cancer/>), 04 September 2023 (LUXEMBOURG)
- 12) “Stakeholder Forum”, article in Slovakian National Oncology Institute website (<https://www.noisk.sk/about-us/international-cooperation/crane>), December 2023 (SLOVAKIA)

Until the end of the project, the number of publications was rather small, but it is expected that the deliverables of the project will bear more articles for publication. All publications from partners can be found in the dedicated to publications page of the CraNE’s website (<https://crane4health.eu/publications/>).

3.8 Layman’s version of Final Report

The Layman’s version of the Final Report (WP2 Deliverable) summarizes the main results of the project in a simple language, which serves in wider outreach and engagement. This document is an overview of the project’s lifecycle, capturing its objectives, key findings and achievements. It is a valuable tool for future reference and aims at presenting the project in a visual and easily readable way.



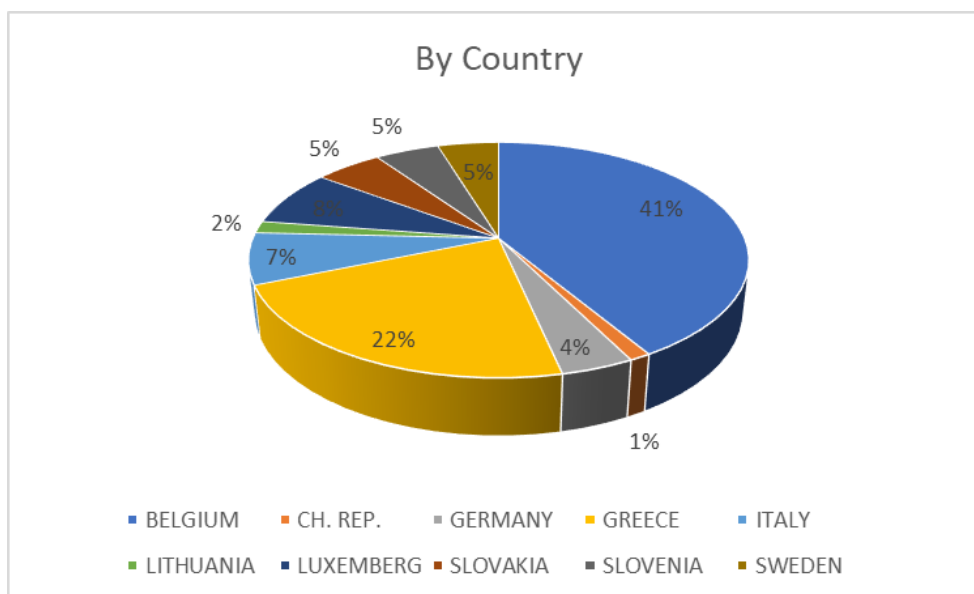


4. Identification of relevant target groups - Stakeholder Analysis

The identification of target groups ensures that the project is responsive to the concerns of those most affected and influenced. Mapping stakeholders helps in determining how to engage them strategically for a successful outcome.

Stakeholder Analysis, although it was not a milestone to WP2, it is a report that DT has undertaken to process. The response on behalf of the partners to the Dissemination Team's calls for sending their country's stakeholders list was rather poor. The Countries that responded in the Stakeholder request are the following: Belgium, Czech Republic, Germany, Greece, Italy, Lithuania, Luxembourg, Slovakia, Slovenia and Sweden.

Figure 21 – Stakeholders Classification (by Country)



The Total Number of the Entities that contributed as Stakeholders are 425. The Patient Associations consist the 35% of the whole Entities Types, leaving the Governmental Entities in the second place.

In order to conclude to the Stakeholder entities, we did not conduct a primary-data research by filling questionnaires or performing focus groups. Instead, after conducting a literature review, we concluded that the main stakeholders are the categories described such as:



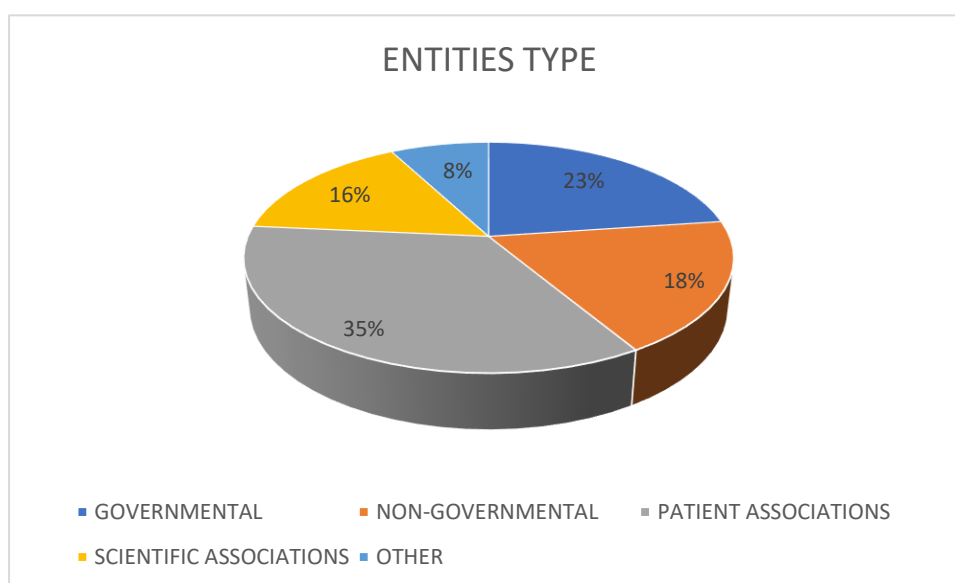


- Governmental Entities (Ministry of Health, Hospitals e.tc.),
- Non-Governmental Entities (centers, foundations, institutes e.tc.),
- Patients Associations
- Scientific Associations and
- Other Organizations.

Figure 22 – Stakeholder Analysis

	GOVERNMENTAL	NON-GOVERNMENTAL	PATIENT ASSOCIATIONS	SCIENTIFIC ASSOCIATIONS	OTHER	TOTAL
BELGIUM	22	26	108	20		176
CH. REP.	5					5
GERMANY	6	5	2	2	2	17
GREECE	39	19	15	11	10	94
ITALY	1		2	27		30
LITHUANIA	1				6	7
LUXEMBERG	7	15	5	4	2	33
SLOVAKIA	6	1	2	3	10	22
SLOVENIA	4	5	12			21
SWEDEN	6	8	3		3	20
TOTAL	97	79	149	67	33	425

Figure 23 – Stakeholders Classification (percentage classification of stakeholders)





The stakeholder analysis for CraNE JA, -despite the poor feedback from the partners about sending their countries stakeholders- revealed diverse interests and influences among key players, highlighting the ultimate need for collaborative engagement. Continuous communication and feedback mechanisms are essential for maintaining alignment and ensuring key stakeholders' commitment in the process of the establishment of the EU Network of CCCs, which will be continued in the next JA, EUNetCCC.





5. Key Performance Indicators

The Dissemination Strategy, in order to measure the effectiveness of communication activities of CraNE JA, set Key Performance Indicators (KPIs), that is indicators that focused on how well the target audience was reached and reacted to the disseminated content.

The KPIs described at the Dissemination Strategy referred to:

- ✓ Analysis of Website traffic
- ✓ Twitter (X) statistics
- ✓ Number of Newsletters
- ✓ Targets for the project’s events

and they are analysed and explained in the table below:

Figure 24 – Key Performance Indicators/Results of Dissemination & Communication Activities

KEY PERFORMANCE INDICATORS- DISSEMINATION ACTIVITIES			
	TARGETS	RESULTS	
WEBSITE	Visitors from at least 24 countries	25 countries	✓
	2500 unique visitors till the end of the program	>2580 unique visitors	✓
	1000 returning visitors	> 1500 returning visitors	✓
	>95% quick responds from DT’s back-office in uploading new data from partners	uploading the same day of the delivery of the information	✓
TWITTER	Minimum 100 followers	158 CraNE JA Followers	✓
	Minimum 50 retweets	17 retweets	✗
	Minimum 12 tweets per year, 24 tweets in total	63 tweets in total	✓
NEWSLETTER	3 newsletters per year, 6 in total over the course of the JA	7 IN TOTAL	✓
EVENTS	LSFs	5 LSFs (Norway/ France, Germany, Slovakia, Poland, Greece)	✓
	1 Final Conference	Brussels 18/09/2024	✓
	At least 20 external events organized by third parties, presenting CraNE JA (via presentations, posters, leaflet distribution, conference booths, etc)	>20 events	✓
	6 WP Meetings/Telemeetings, focusing on WP deliverables and Milestones	6 WP Meetings (kick-off meetings not included)	✓



All the above mentioned KPIs have been measured until 26/09/2024 and are analysed in more detail above, in the chapter 3 of this report. As it is clearly depicted, DT hit all the targets set, except for the number of retweets in the Twitter (X) platform, which is not something we could do more about, as the number of our tweets were approximately three times above the target.

Although the Dissemination Team faced many challenges with the main one being the poor feedback from the partners, which is the main factor of WP2 work and dissemination activities' performance, every Dissemination tool and activity that the WP2 had to carry out, were all delivered on time, according to the programming that had been formulated in Grand Agreement.

With the aim to present the different approaches to the target groups of CraNE JA, we have summarized the Communication Channels used by all partners according to the information they have sent by completing the Dissemination and Communication Table (a table sent every 3-4 months of the JA from the DT to gather all the dissemination and communication activities):

- Websites (various)→ 23 uploads about CraNE JA
- Printed Materials → 7 (distribution of leaflets)
- Events (conferences, meetings, e.tc.) → 34
- Exhibition (displayed presentation in event) → 1
- Media article → 1
- Newsletter → 6 information notes / articles in institutes'/organizations' newsletters
- Social media → 24 uploads (our Newsletter or other information about CraNE)





6. Conclusion

Through the strategic dissemination activities and taking into consideration the results shown in the figures, as well the general responsiveness of the target audiences based on the feedback that DT received from the Partners, we managed to engage stakeholders at multiple levels, with the aim to ensure that the outcomes of this JA will have a lasting impact. During the whole project WP2 Team was in line with the D2.1. Dissemination and Communication Strategy and the requirements set by the Grand Agreement. The lessons learned during this process have been invaluable, offering insights into more effective communication strategies and identifying opportunities for improvement in future joint actions.

CraNE JA has successfully achieved its primary objectives by fostering collaboration between project's partners, enhancing the dissemination of vital information to key stakeholders and creating a platform for shared knowledge and best practices. The combined efforts have not only increased the reach and visibility of our collective goals, but they have also underscored the value of working together to achieve better results.

Looking ahead, it is essential to build on the results of this joint action and future actions should aim to deepen stakeholder engagement, enhance communication networks and work collaboratively so Europe moves forward and paves the way to the establishment of networks of CCCs and the improvement of cancer care in all European Member States.

