

D5.2 - Communication, Dissemination and Exploitation Plan

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List of Abbreviations

CD	Communication & Dissemination
CDE	Communication, Dissemination & Exploitation
CDEP	Communication, Dissemination & Exploitation Plan
GA	Grant Agreement
M	Month
WP	Work Package
KERs	Key Exploitable Results
ECHA	ECHAlliance
SILO	Science Innovation Link Office
SMEs	Small and Medium Enterprises
TIE	Thematic Innovation Ecosystem

Executive Summary

The Communication, Dissemination and Exploitation Plan (CDEP) will guide the visibility, promotion, dissemination, and exploitation activities of the InnoHSupport project during its implementation. This comprehensive document identifies target audiences, messages and dissemination and preliminary exploitation channels and outlines timeline as well as responsibilities of each partner in this process.

The Plan provides the overview of the plans, resources and capabilities involved in CDE efforts, as well as operational guidance for raising awareness on the project achievements, with a view to achieve their sustainability after the end of the project. The Plan will be based on a multi-level and targeted stakeholder framework to ensure that the clear objective of the engagement is achieved. The dissemination aims to provide relevant and targeted information to identified stakeholders, opinion leaders and their networks who will disseminate the project results and key findings to a wider audience.

The implementation of the Plan will be monitored in order to recognize the positive trends and the issues that need to be improved. They will be discussed at the monthly consortium meeting and the corrective measures will be implemented, if needed.

1 Introduction

The InnoHSupport project (GA no. 101157552) aims to drive innovation within the healthcare procurement ecosystem by addressing key challenges that hinder the adoption and implementation of cutting-edge solutions. Funded under the Horizon Europe program and supported by the European Innovation Council and SMEs Executive Agency (EISMEA), this initiative seeks to empower a diverse range of stakeholders, including SMEs, startups, public procurers, and research organizations by providing strategic support and fostering collaboration.

The project is structured around three main pillars:

- capacity building
- tailored advisory services
- matchmaking

These pillars work in synergy to offer comprehensive support through training sessions, executive interventions, coaching, and methodologies tailored to innovation procurement. InnoHSupport also facilitates networking opportunities, including innovation showcases and partnership matchmaking, to accelerate the growth of healthcare innovators.

With a consortium of seven partners spanning six countries, InnoHSupport combines expertise from academia, industry, and public sectors to create a dynamic innovation ecosystem. By aligning stakeholders' efforts and resources, the project lays the groundwork for sustainable and impactful advancements in healthcare procurement practices across Europe.

1.1 Deliverable objective and scope

This document presents the Communication, Dissemination and Exploitation Plan (CDEP) of the InnoHSupport project, as part of T5.2 Dissemination and Communication, and T5.3 Exploitation and Sustainability, both led by ECHAlliance as the WP5 leader. It identifies target audiences, messages, and dissemination channels. The Plan also includes a detailed timeline and responsibilities of each partner to carry out appropriate and effective communication, dissemination, and exploitation actions with the aim of maximising the impact of the InnoHSupport.

The plan is based on delivering key knowledge and information at the right time and in the most appropriate format to a variety of stakeholders, including the public.

To ensure a broad dissemination of the project and to increase its impact and scope, the InnoHSupport **CDEP undertakes the following activities:**

- Developing and implementing communication and dissemination planning to ensure that all project results reach the appropriate audience and achieve the expected impacts.
- Monitoring the impact of dissemination and adapting strategies and methodologies as deemed necessary.
- Defining the roles and responsibilities of project partners to guarantee the smooth running of the dissemination activities in numerous areas.
- Coordinating with external stakeholders, as well as other related projects and institutions to ensure a high reach of communication activities.
- Ensuring sustainable uptake of the project's results through exploitation activities.

This document provides a comprehensive overview of the plans, resources and capabilities involved in CDEP, as well as operational guidance for raising awareness of InnoHSupport's achievements, with a view to achieve their sustainability after the end of the project. The strategy will be based on a multi-level and targeted stakeholder framework to ensure that the clear objective of the engagement is achieved.

The dissemination aims to provide relevant and targeted information to identified stakeholders, opinion leaders and their networks who will disseminate InnoHSupport's results and key findings to a wider audience.

1.2 Relation to other WPs and deliverables

This document is connected to all Work Packages, as the project's CDE activities are cross-cutting and relevant to each WP. Specifically, in terms of deliverables, it is closely linked to D5.2 Project Website, a fundamental tool within the CDEP, providing a detailed explanation of the development of the project's web page and its functionalities. Additionally, it is related to D4.3 Innovation Procurement Agora,

which will outline the services provided by AGORA (see 2.1), to be embedded within the project's website.

1.3 Introduction to the Communication, Dissemination and Exploitation Plan

In line with the InnoHSupport ambitious core goal of enhancing innovation in healthcare through the strategic use of public procurement, the **CDEP will guide the InnoHSupport consortium in:**

- Supporting the project vision,
- Engaging with the full healthcare ecosystem,
- Gathering support from the full healthcare ecosystem,
- Widely communicating about and disseminating the progress and results of the project to a variety of audiences,
- Engaging the European-wide community of procurers in the open calls launched by the project,
- Maximising uptake and impact of project results,
- Supporting the sustainability of the project.

Each of these objectives will be addressed through the implementation of a series of activities that will be tailored through the project's stages and degree of advancement. **In this context, the actions foreseen are:**

- **Introduce** the project to stakeholders, demonstrate its objectives, benefits and innovative approach.
- **Define**, maintain, and promote a consistent InnoHSupport identity.
- **Raise awareness** and maintain stable interactions with the project target audience.
- **Liaise** with other relevant national, European and international projects and initiatives.
- **Disseminate** the project achievements and progress made in terms of innovation.
- **Actively engage** the stakeholders in the activities of the project.

This Communication, Dissemination, and Exploitation Plan plays a crucial role in supporting the project's three strategic pillars:

1. **Capacity Building**, by increasing awareness and providing access to training materials and methodologies.
2. **Tailored Advisory Services**, by promoting knowledge-sharing and facilitating access to expert guidance.
3. **Matchmaking**, by creating networking spaces that connect public procurers, SMEs, and investors to foster innovation adoption in healthcare procurement.

1.4 Methodological approach

The CDEP is being developed within the first six months of the project. During this crucial period, our primary objective is to effectively communicate InnoHSupport's objectives, expertise, solutions and progress to a wide range of audiences through a series of mechanisms implemented over four stages.

The CDEP encompasses four stages that strategically guide stakeholder engagement and participation:

1. **Awareness**: In this stage, our objective is to create awareness among stakeholders about the identified need that the InnoHSupport is about to address. Stakeholders realise there is a problem or need and are open to a solution (Innovation Procurement Capacity Building and Service).
2. **Consideration**: Once stakeholders have become aware of the problem or need, they enter the consideration stage. Here, their focus shifts towards clearly defining their own requirements and determining whether InnoHSupport's offering and solutions aligns with their needs.
3. **Decision**: At this critical stage, stakeholders have reached a point where they must make a decision regarding their level of engagement with the InnoHSupport project. We strategically emphasise the distinct value proposition of our solution, showcasing how it addresses their specific needs and challenges. By effectively communicating the tangible outcomes and potential impact of the project, we seek to inspire stakeholders to actively contribute and support its objectives. This may include encouraging uptake of project outputs or actively participating in the project's activities (eg. Open Calls).

- 4. Loyalty:** Once stakeholders have made the decision to engage with the InnoHSupport project, we aim to foster and maintain their loyalty. We understand that their continued involvement and dedication are key to the project's long-term success. To achieve this, we focus on continually delivering value to stakeholders, offering opportunities for ongoing learning, collaboration, and growth. By nurturing their relationship with the project, we aim to cultivate a community of engaged stakeholders who are invested in the project's success. These loyal stakeholders hold the potential to become advocates, actively promoting and endorsing the InnoHSupport project within their networks and spheres of influence.

By strategically navigating each of these stages, we can effectively engage stakeholders, drive their commitment and participation, and cultivate a strong and supportive community around the InnoHSupport project through the following **communication and dissemination mechanisms:**

- Identification of key messages
- Use of multi-channels
- Leverage of InnoHSupport partners networks
- Monitoring and evaluation
- Events/workshops

The strength of the InnoHSupport mission lies in the collaboration of its consortium, consisting of seven partners representing a diverse range of organizations. Each partner brings their extensive expertise, networks, and stakeholder interactions to foster the Innovation Procurement Capacity Building work and to ensure InnoHSupport's success. Leveraging their established communications platforms and channels, including websites, social media accounts, newsletters, and health and innovative procurement connections will support CDE. These platforms will also serve as powerful tools for disseminating and communicating the results and key offering of InnoHSupport.

Overall, the methodological approach presented for promoting the InnoHSupport project aims to ensure targeted, engaging, and measurable communication activities that effectively convey the project's goals, generate interest, and support, and foster meaningful engagement with stakeholders. Based on the

analysis and monitoring results, the CDEP will be revised and updated accordingly to build upon learnings and deliver even greater impact.

2 Communication & Dissemination activities and tools

2.1 Coordination and planning

Having identified the main objectives for building a sound CDEP and the community of stakeholders who are more prominent to the project's results adoption, implementation and value, this section presents a more detailed plan of actions, techniques, and channels to be used for achieving the goals, considering both traditional communications methods as well as novel digital marketing techniques.

The planning started at the kick-off meeting on 18th September 2024 in Madrid (Spain), where all partners were engaged in the development of the logo of the project, and project website structure. After the kick-off, each partner identified a main reference contact for communication and dissemination activities, who was addressed with the communication-related requests, e.g. in regard to the development of the website and key messages.

In M3 (November 2024), the project website was developed and launched <https://innohsupport.eu/> (D5.1). At the same time, the Communication & Dissemination meetings were scheduled monthly to ensure the alignment of the partners around the CD activities. The CD coordinator has been in direct contact with the project coordinator, WP leaders and all partners to plan and operationalise the communication activities like e.g. launch of the social media, launch of the Open Calls and development of the AGORA.

2.2 Compulsory elements to be included in all Horizon Europe project

2.2.1 EU flag and funding statement

Since the EU grants are financed by public funds, EU Beneficiaries are generally expected to actively engage in communication activities, to promote the projects and to publicly acknowledge the EU support.

In line with the Horizon Europe Agreement, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, and information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):



Figure 1 EU flag and funding emblem

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands, or text.

Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.

When displayed in association with other logos (e.g., of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

For the purposes of their obligations, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

2.2.2 Disclaimer

Any communication or dissemination activity 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 EISMEA. Neither the European Union nor the granting authority can be held responsible for them.”

2.3 Target Groups

The Table below (Table 1) captures the target groups, and the segments within them, relevant to achieve and diffuse the ambition of InnoHSupport. Understanding these profiles in the value chain is essential for the desired impact. The separation of target groups does not aim to neglect the importance of them, but rather it aims to provide the consortium with focus points for communications and dissemination activities based on the ever-changing needs of the project, and deliver the message aligned with the needs of the specific target group.

TARGET GROUP	SEGMENTS	
Public and private procurers (eg. Healthcare providers)	<ul style="list-style-type: none"> Public and private hospitals Nursing homes and rehabilitation centers Public health departments 	<ul style="list-style-type: none"> Other healthcare service providers (healthcare centers, community clinics)
<p style="text-align: center;">Key Message</p> <p style="text-align: center;"><i>Enhance your healthcare procurement strategies with innovative solutions and capacity-building opportunities to drive efficiency, cost-effectiveness, and improved patient care.</i></p>		
<p>Strategy & Channels</p>		

The public and private procurers are the centre of attention of InnoHSupport project and its activities. Executive and managers of the hospitals, other healthcare facilities, and other buyers from the healthcare sector will be approached through several communication and dissemination activities (webinars, podcasts, publications), incl. Recruitment campaigns, to participate in the activities of capacity building, take advantage of the advisory services and cooperation and matchmaking.

Solution suppliers (eg. Medical equipment suppliers)	<ul style="list-style-type: none"> • Tech SMEs/ startups • Spin-offs & RTOs 	<ul style="list-style-type: none"> • Large tech and pharma industry • Research and technological organisation
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Key message
Engage with public and private procurers through matchmaking and advisory services to bring cutting-edge healthcare solutions to market and scale your impact.

Strategy & Channels
 The providers of the solutions, i.e. the supply side, represented by the smaller and bigger companies, startups and research and technological institutions will be engaged in the project as equal partners to the procurers in the spirit of better interconnected healthcare and health innovation procurement ecosystem. They will mainly be taking part in cooperation and matchmaking activities and will be the target of the communication and dissemination activities like webinars, podcasts, publications.

Payers	<ul style="list-style-type: none"> • Insurance companies • Public insurance funds 	<ul style="list-style-type: none"> • Funding organizations • Public funding payers (Regional or national)
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Key message
Support innovation adoption in healthcare procurement by fostering sustainable reimbursement models and funding mechanisms that ensure value-driven care solutions.

Strategy & Channels
 As the innovation procurement in healthcare requires cultural change across the whole healthcare ecosystem, the project will also target the payers, i.e. insurance companies and public insurance funds, who will mainly be engaged in the cooperation and matchmaking activities. They will also be consulted during the development of the advisory services. They will be engaged through communication and dissemination activities, e.g. during events and through publications. Their understanding of the innovations available on the market is crucial for effective reimbursement models and guidance for procurers.

Innovation enablers	<ul style="list-style-type: none"> • Innovation agencies • Other public bodies responsible for promoting innovation procurement in the healthcare ecosystem 	<ul style="list-style-type: none"> • Investors • Standardization bodies • Accelerators • Academic communities and Researchers
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Key message		
<i>Strengthen the healthcare innovation ecosystem by bridging the gap between research, industry, and procurement through collaboration, knowledge-sharing, and standardization.</i>		
European innovation ecosystem facilitators	<ul style="list-style-type: none"> • EIT Health • EIC 	<ul style="list-style-type: none"> • European Enterprise Network • Startup Europe etc.
Key message		
<i>Drive the future of healthcare procurement by leveraging your expertise, resources, and networks to scale innovation adoption, foster collaboration, and create a more connected and sustainable European healthcare ecosystem.</i>		

Strategy & Channels

As the key organisations that support the innovations across sectors and across Europe, they will be engaged in the development of all services as a consulting partner to ensure the relevance of the tools and services developed and provided, as well as their scalability and sustainability. They will be the target of all communication and dissemination activities, particularly press releases, webinars and podcasts and events.

Table 1 Target Groups

2.4 The AGORA

The Innovation Procurement Agora (AGORA) is a digital interactive platform within the InnoHSupport project, developed to serve as a one-stop space for stakeholders in the healthcare procurement innovation ecosystem. AGORA will facilitate matchmaking, knowledge exchange, and networking, supporting procurers, suppliers, funders, and investors to advance innovation procurement in healthcare.

AGORA will be embedded within the InnoHSupport website and will feature a differentiated single appearance to enhance usability, making content easily accessible by user profile and content type. The platform will be free of charge and openly available to all stakeholders interested in innovation procurement.

AGORA is directly linked to multiple tasks, deliverables, and milestones in Work Package 4 (WP4). Its full implementation is planned as Deliverable 4.3, scheduled for Month 24, where the complete digital platform, including advisory services and an expert database, will be made available. A key milestone in this process is the Innovation AGORA Skeleton, planned for Month 9, which will establish the preliminary framework and functionalities of the platform.

Additionally, AGORA is connected to:

- Deliverable 4.3 - it will contain the Digital catalogue of advisory services portfolio.
- Deliverable 4.4 - Expert Network, which will provide advisory support to AGORA users.

- Deliverable 4.5 – Repository of Best Practices, which will contribute validated procurement methodologies and case studies to AGORA.
- Deliverable 5.1 – Project Website, where AGORA will be hosted and made publicly available.

AGORA will be used as a matchmaking tool to connect procurers, suppliers, and investors, supporting collaboration in innovation procurement. Furthermore, its visibility will be enhanced through multi-buyer matchmaking events and promotional materials, ensuring that the platform reaches its intended audience. By aligning AGORA with key deliverables and milestones, InnoHSupport ensures that the platform is developed as an accessible, structured, and functional resource for advancing innovation procurement in healthcare across Europe.

AGORA's main spaces:

- 1. Relevant events:** This section will provide a curated list of internal and external events relevant to stakeholders in healthcare procurement innovation. It will serve as a centralised space for accessing information on conferences, seminars, and matchmaking events.
- 2. Toolkit:** This area will host training materials, methodologies, and toolkits produced within InnoHSupport. It will include innovation procurement resources, and best practices, serving as an educational hub for procurers and suppliers.
- 3. Meet the Experts and the Community:** This section will feature an inventory of experts from the innovation procurement sector, allowing users to connect with professionals for advisory support. It will also include the Healthcare Buyers Community, an external gateway integrated into AGORA, which serves as a digital platform for procurement professionals across Europe. This community will enhance knowledge-sharing, support procurement decision-making, and foster collaboration.
- 4. Showcase:** This area will enable suppliers to exhibit their innovations, including new products and services tailored for healthcare procurement. It will facilitate direct engagement between innovators, public buyers, and investors, helping companies to showcase solutions that align with emerging procurement needs.
- 5. Open Calls:** This section will provide an overview of funding opportunities and procurement initiatives, ensuring that stakeholders can access up-to-date information on available tenders, grants, and innovation procurement funding mechanisms.

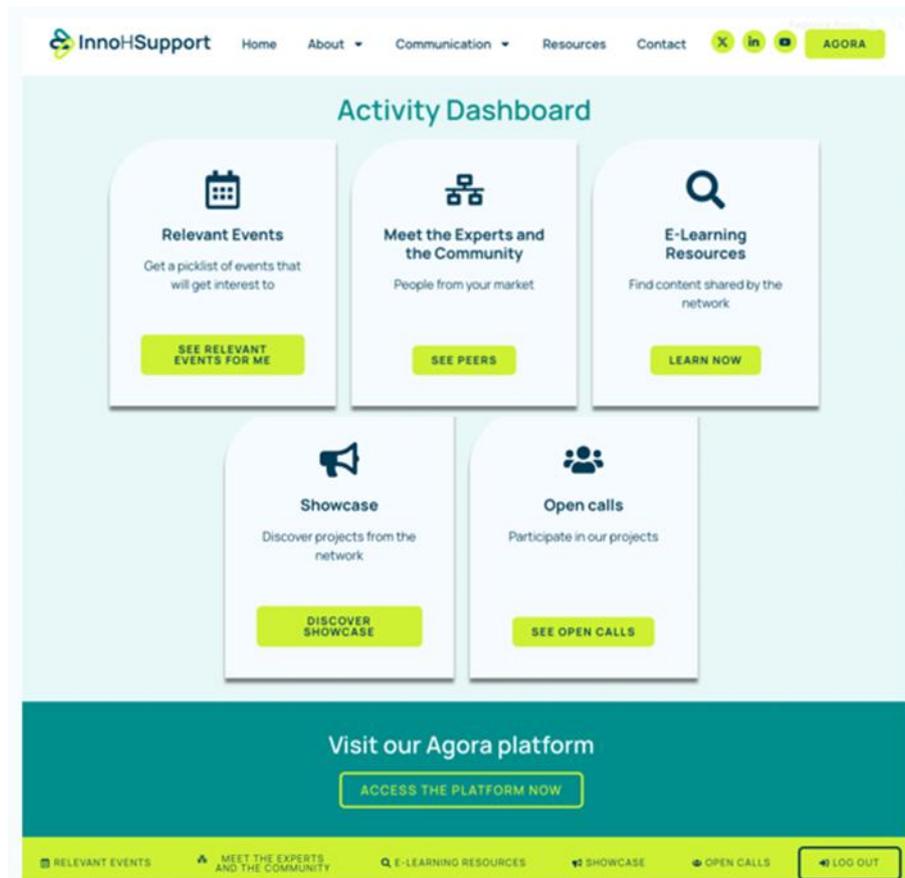


Figure 2 AGORA preliminary interface

AGORA is designed to integrate results from various InnoHSupport activities, ensuring that it serves as both a repository of knowledge and an interactive platform for engagement within the European healthcare procurement ecosystem.

2.5 The role of the Healthcare Buyers Community

As the largest European healthcare procurement ecosystem, [Health Proc Europe](#) drives transformation, innovation, and superior procurement performance. By leveraging the expertise of its members, the community is turning procurement into a strategic business driver, ensuring long-term sustainability and impactful solutions.

By fostering open dialogue and cross-border collaboration, the digital Healthcare Buyers Community platform strengthens the adoption of innovative healthcare solutions and ensures lasting impact beyond EU project funding. Founded by an international consortium—EHPPA, Health Proc Europe, and HealthPRO Canada—

the Healthcare Buyers Community connects over 5,000 hospitals and healthcare facilities across Europe.

The Healthcare Buyers Community is a digital platform that fosters knowledge exchange and collaboration among public and private procurement professionals in healthcare as well as the Pharma and MedTech industry. With Health Proc Europe being one of the 3 founding members, the community counts over 550 members and is continuously growing, supporting innovative and sustainable procurement across Europe.

The platform will host a dedicated space and a tailored community for the InnoHSupport project, enabling stakeholders to exchange insights, discuss challenges, and develop solutions for the future of European healthcare procurement. Acting as an amplifier and matchmaker, the platform connects the healthcare ecosystem represented by multiple stakeholder groups to enhance procurement strategies, improve efficiency, and drive innovation and collaboration.

In parallel to the AGORA being an essential part within InnoHSupport, the Healthcare Buyers Community will serve as an additional gateway into the resources and events available to drive dissemination and engagement and increase accessibility specifically for healthcare providers to help enhance skills, make informed procurement decisions, and foster innovation.

Through interactive forums, digital tools, and curated content, the Healthcare Buyers Community facilitates continuous knowledge exchange. It supports peer-to-peer learning, networking, and collaboration, ensuring procurement professionals stay informed about emerging trends and best practices and have the possibility to directly connect with each other. A comprehensive dissemination strategy—including webinars, newsletters, and social media engagement—maximizes visibility, drives participation, and builds a long-lasting community offering direct connections into other EU projects (e.g. Procure4Health, HealthInnofacilitator, PROCURE).

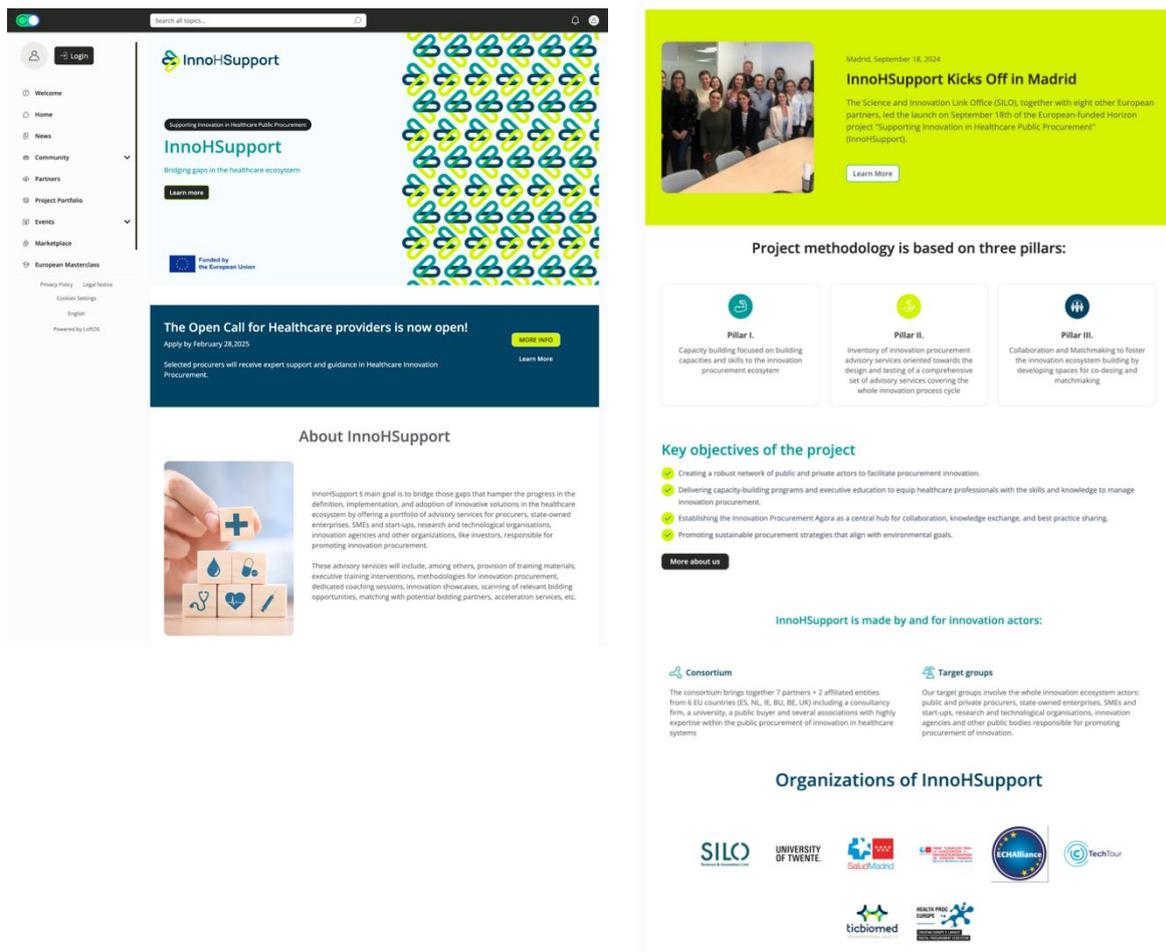


Figure 3 InnoHSupport featured in the Healthcare Buyers Community

2.6 Digital communications, positioning and outreach

2.6.1 Visual identity

The first step taken toward designing a unique image for the InnoHSupport project has been the development of its visual identity. This includes all visual elements used to communicate the characteristics of the InnoHSupport brand, such as the logo, font, colour palette, and other design elements applied to the website and social media presence. These elements will also be used in any future project communication materials.

Based on the preliminary logo design created for the purpose of the proposal, the full logo package was created at the beginning of the project implementation.

There are different formats of the project logo (.jpg, .svg, small, horizontal, with and without the full title etc), which can be used depending on the purpose the logo is used for and the colour of your background. They are all available in the Teams project's repository.



Figure 4 Logo

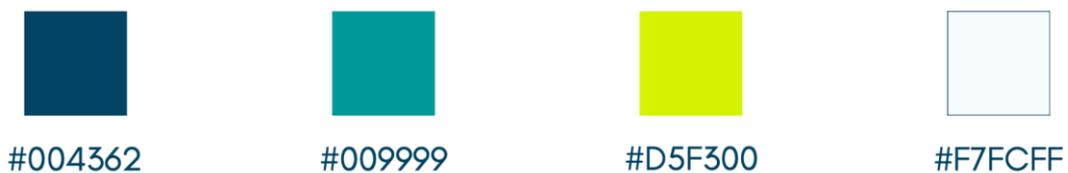


Figure 5 Colours palette

Manrope

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Titles & Subtitle

Lowercase regular
Lowercase bold

Paragraph styles

Integer arcu diam, sodales eget metus nec, volutpat
consectetur odio. Integer convallis convallis orci, sit
amet cursus nunc rhoncus dapibus. Aliquam ut auctor
ipsum. Aliquam ut iaculis dui, sit amet commodo diam.

Link

Bold underlined

Tag/Buttons

UPPER CASE WITH INCREASED LETTER
SPACING

Figure 6 Font



Figure 7 Single element

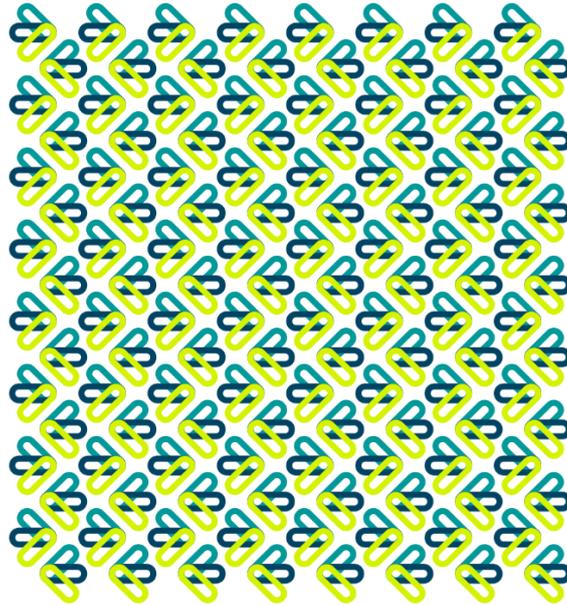


Figure 8 Combined element

The main branding elements of InnoHSupport, which have been conceived and developed to support the project's CDEP, are outlined below. Additionally, the project's standard document templates include:

- Deliverable template (Annex 2)
- PowerPoint template for presentations (Annex 3)
- Internal template for news (Annex 4)

All templates are consistent with the project's visual identity and have been created to ensure a unified and cohesive appearance for InnoHSupport. The InnoHSupport Visual Identity Manual (see Annex 1) specifies the color palette and fonts to be used in combination with the project logo.

The InnoHSupport consortium is committed to following the visual identity guidelines to maximize the project's visibility, reach the widest possible audience, and build stakeholder trust.

2.6.2 The project website

The project website is the showcase of the project and of all online communication and dissemination activities and material created along the duration of the project. The website has been developed by ECHAlliance in M3, incorporating a user-friendly structure and interface in WordPress, that would make website visits

pleasant and informative for both the general public and experts interested in the InnoHSupport achievements.

All the details regarding the website are included in the D5.1 Project Website (due M6).

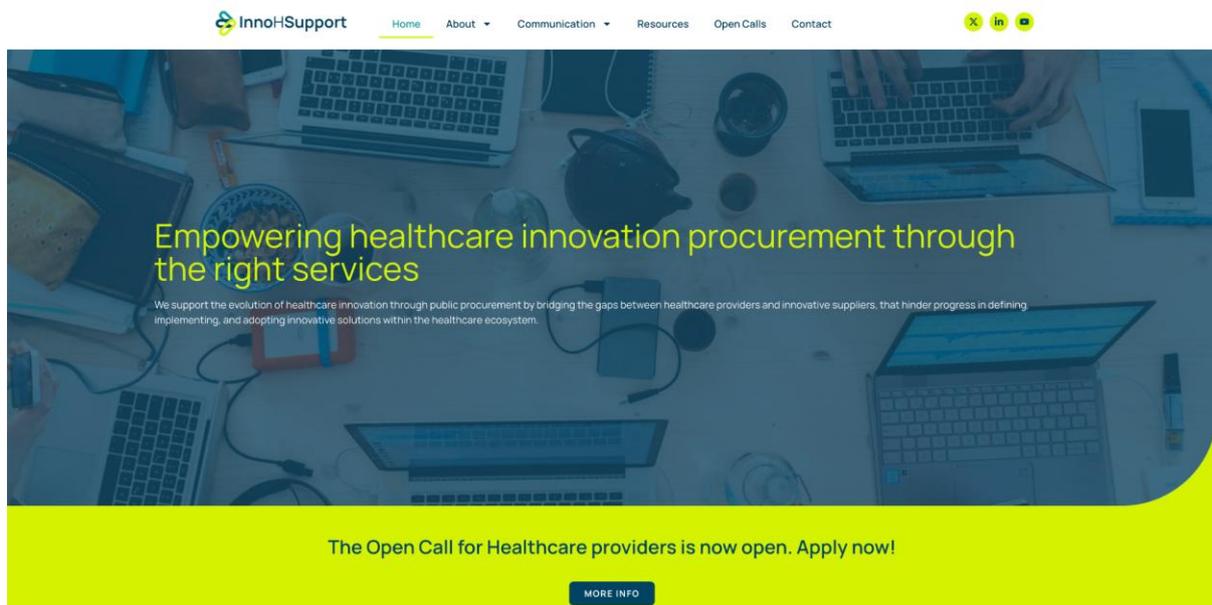


Figure 9 Website home page

The Google Analytics function has been added to the website, allowing the WP leader to monitor the number of visitors, their geographical distribution, as well as the time spent on the website and its specific sections.

The website also includes a contact form, allowing visitors to connect with the project, subscribe for updates, and engage with ongoing activities. Additionally, direct links to InnoHSupport's social media channels ensure seamless access to project news and discussions across multiple platforms.

2.6.3 Social media channels

Social networks play an important role in getting the audience interested in the InnoHSupport project, so that public participation will be maximized as much as possible.

At the beginning of its lifecycle [LinkedIn](#) and [X](#) accounts were created for the InnoHSupport project as well as specific banners and images to be used for the social media campaigns in line with the project brand identity. Moreover, a playlist on ECHAlliance's [YouTube](#) channel was established. These channels will

communicate the project's announcements and developments in short bite-sized messages suitable for this type of media, and different social networks will be used to address different target audiences.

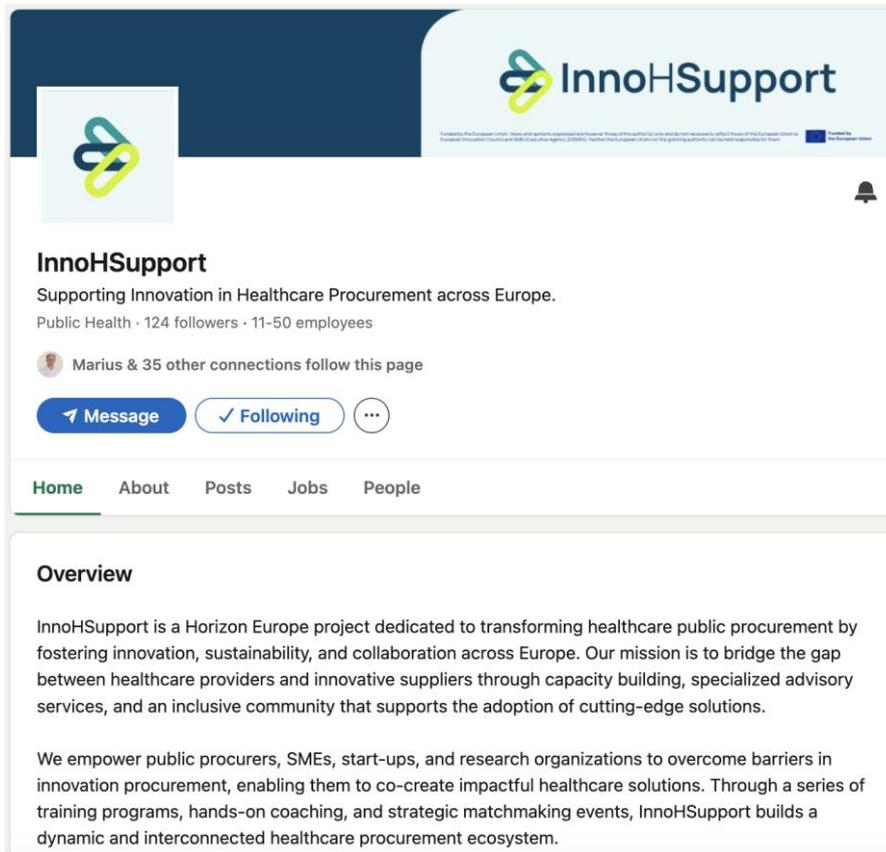


Figure 10 LinkedIn

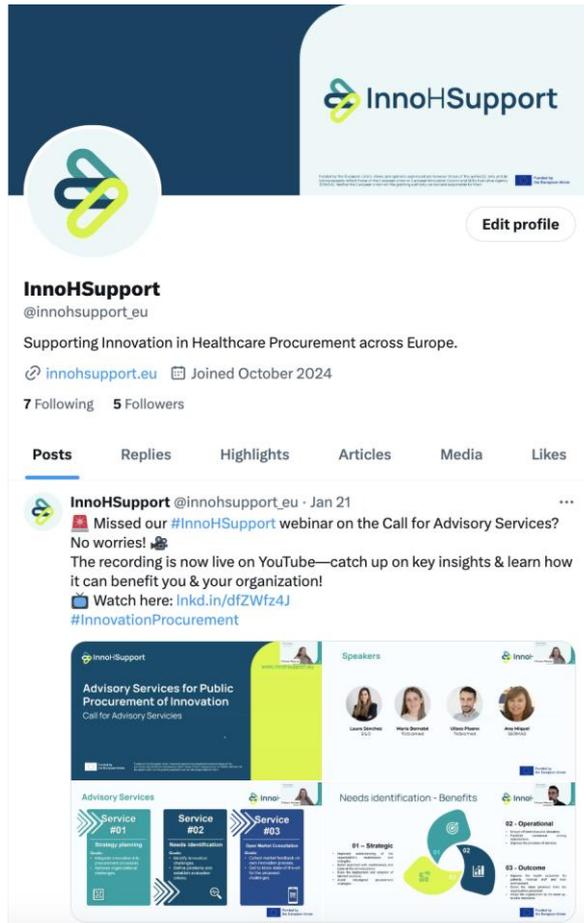


Figure 11 X

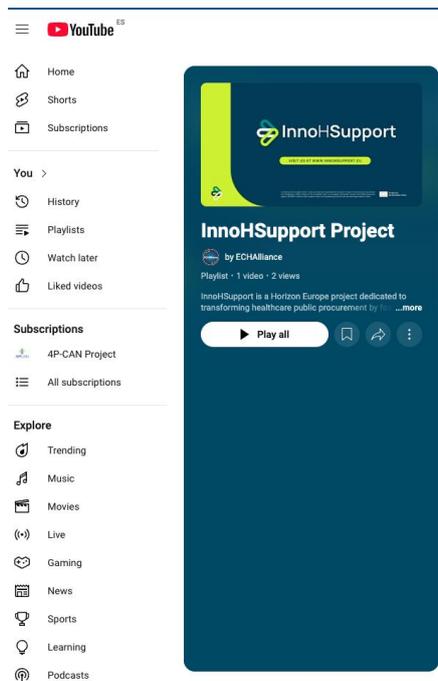


Figure 12 YouTube

They will also help to share news and articles written for the project website, as they will give the audience a taster and then directly link them to the website for the full publication.

Moreover, as well as “pushing” information out, the social media channels will provide the opportunity for stakeholders to engage with the project and will encourage an open dialogue about the progress and impacts springing from the InnoHSupport activities.

As outlined in the next section, a regular activity has been planned and will be maintained on these channels and special campaigns will be designed for relevant events, cornerstones or policy developments in the project’s life.

Apart from special occasions, the InnoHSupport online communication strategy foresees the publication of 4 posts per month on LinkedIn and X, featuring:

- Relevant results, ongoing activities, workshops conducted by the project partners, especially InnoHSupport services.
- Launch of the Open Calls.
- Presentation of the project at external conferences and events,
- Publication of relevant reports from European political institutions and agencies.
- Relevant publications, initiatives, news and events promoted by the European Commission.
- Activities carried out by those projects and initiatives with which InnoHSupport is liaising and collaborating, e.g. Procure4Health.

2.6.4 News content production

A clear process is established for news content production to be published on the project’s website and diffused on social media.

Each partner who wishes to produce and publish relevant content is requested to:

- Alert ECHAlliance as Communication Manager via email, message on Teamwork or during one of the consortium meetings.
- Fill in the InnoHSupport news template and provide a draft for content, rationale for publication and alignment with the ongoing project activities.

- Support further the content dissemination via its own social media and communication channels (i.e., own website, newsletters, social media, etc.).

The template for news production (Annex 4) and collection, including relevant instructions to make the process smooth and ensure that communication is homogeneous and complies with the Horizon Europe programme requirements, is placed in the Teams collaborative working space of the project.

2.7 Social media plan

The social media plan is a **living document** to be continuously updated along the project’s duration. The table below provides an illustrative example of some social media campaigns planned during the next near months.

However, it is worth noticing that the InnoHSupport social media communication will be flexible and adapted to the specificities of each of the project’s activities lines.

Specifically, the project’s activities can be aggregated in three main macro areas:

- Capacity building
- Inventory of innovation procurement advisory services
- Collaboration and matchmaking

Table 2 includes the first social media campaigns launched up to M6 and will be updated as the project activities develop, along with others that we plan to launch in the future. As the project evolves, this table will be regularly updated to align with ongoing activities and integrate new campaigns tailored to emerging project needs.

Name	Content	Time
Project launch	Dissemination of the 1st Pres Release regarding the kick-off of the project and the launch of the project website	M1
Open Calls	Some Campaigns for Open Calls for Healthcare Providers and Innovative Suppliers. Each campaign consists of a series of LinkedIn posts combined with corresponding visuals. These materials are shared with the consortium to support dissemination efforts. Consortium members are encouraged to translate the content into their respective languages to enhance effectiveness and reach.	M3 and M5

AGORA Launch	Official launch and dissemination of the AGORA once it will be developed.	M6
Meet our partners	This social media campaign will introduce and highlights the organizations involved in the InnoHSupport project. Through a series of dedicated posts, the campaign will showcase each partner's role, expertise, and contributions to the project, fostering greater visibility and engagement within the healthcare innovation ecosystem.	Planned for Y1
Meet our community	Specific campaign dedicated to the InnoHSupport community and experts.	Planned for Y1

Table 2 Social media campaign launched and planned

2.8 Audio-visual material

The project will create audio-visual materials to support its dissemination activities. These materials will have the form of leaflets and short videos and/or sound bites, created by all partners and edited by ECHAlliance. Audio-visual materials will be uploaded and available through the project's YouTube playlist.

Visual materials have been developed to better support the social media campaigns and facilitate the comprehension of the project's mission. Here is the material developed so far:

- 6 visuals for each open call campaign (12 visuals in total)
- 2 leaflets for the Open Call for healthcare providers and innovative suppliers
- Methodology infographic
- Infographic for use cases

Other materials will be produced continuously based on the project and partners' communication and dissemination needs, also providing materials in their own languages.



Figure 13 Example of project's visuals

Figure 14 Example of methodology infographic

Figure 15 Example of leaflet

2.9 Events

2.9.1 Events organised by InnoHSupport partners and their networks

The following table (Table 3) provides an overview of key events related to the first year of the InnoHSupport project, including those organised by project partners and relevant external conferences. These events serve as essential touchpoints for stakeholder engagement, knowledge exchange, and dissemination of project results. They encompass networking opportunities and high-level discussions on healthcare procurement innovation.

Event	Description	Time
Procure Innovation EU Training	During the Procure Innovation EU Training Programme held in Alicante (Spain) - SILO (project coordinator)	14th to 18 October and the 4th to the 8th November 2024.
TIE Health procurement	During the Mobile World Congress, ECHAlliance, together with AQuAS, will host the Thematic Innovation Ecosystem (TIE) event dedicated to European projects focused on health procurement.	6 th March 2025
Pending name	During the Procure4Health and PROCURE project final events conference that will be held in Madrid (Spain) - SILO (project coordinator)	20th and 21st May 2025
HLTH Europe	HLTH Europe is the continent's #1 healthcare innovation event. Following an enormously successful first event in 2024 and the exponential growth of HLTH in the US, this landmark event is where global expertise meets local insight to address Europe's unique healthcare challenges and opportunities.	16-19 June 2025
Tech Tour Growth Health	16 th edition of the Tech Tour Health flagship event, taking place in Lausanne, Switzerland, showcasing the top 40 selected growth-stage companies in Digital Health and Medtech. The event fosters collaboration, innovation, and knowledge-sharing among healthcare professionals, industry leaders, investors and visionaries.	2-4 July 2025
Tech Tour Mental & Brain Health	2 nd edition of the Tech Tour Mental and Brain Health event, taking place in Porto, Portugal. The event brings together the most active investors and corporate partners with the	September 2025

	30 most promising innovative technology companies, as selected by the Selection Panel through a collaborative scouting and review methodology.	
LSI Europe	Now in its fourth year, LSI Europe has become a staple of the global Medtech and Healthtech community. The 2025 event in London will convene industry-leading startups, venture capital and private equity investors, strategics, and more.	7-11 September 2025
Frontiers Health	Global health innovation event, with a strong focus on digital therapies, breakthrough technologies, healthcare transformation, investments, and ecosystem development. Practitioners of disruptive health engage in highly inspirational, informative, sometimes controversial sessions and conversations, all intended to provide companies, entrepreneurs, and venture capitalists with a useful roadmap, key insights, top-level learning, and networking.	11-12 November 2025
Digital Health & Wellness Summit	The Digital Health and Wellness Summit (DHWS), organized by ECHAlliance during the Mobile World Congress in Barcelona, showcases global advancements in digital health innovation. The event fosters collaboration among stakeholders, featuring expert panels, case studies, and networking opportunities focused on cutting-edge solutions for healthcare and wellness transformation.	February 2026

Table 3 InnoHSupport planned events

InnoHSupport will also organize events (mostly online) to facilitate synergies with other EU-funded projects focused on public procurement in the healthcare sector.

2.10 Semi - scientific dissemination

In close collaboration with other WPs, in the framework of task T5.2 Dissemination and communication relevant publications and articles, such as semi- scientific publications will be developed as outcomes of the project. These publications will follow FAIR and Open-access best practices to disseminate scientific publications in peer-reviewed journals and “grey” (non-indexed) alliteration.

At least two semi-scientific publications will be developed and published within the project and will be disseminated through the project channels and tools (website, Agora, toolkit, etc.).

2.11 Traditional media coverage

Whenever possible, traditional channels such as press, radio and television will be used for transmitting the findings, goals, scope and milestones of the project to a wide audience, and to research and industrial targets through specialised media. In the case of digital press, the content design will be aligned to the web and social media presence and targeted keywords and messages to attain more impact will be used. National efforts to reach out and get visibility on traditional media as well as identify national communication ambassadors are responsibilities of each partner with the support and supervision of ECHAlliance, in its role of D&C Manager. To streamline this process, a series of press releases, at least two per year, will be created throughout the project's duration, highlighting key achievements in a compelling and media-friendly format. These press releases will be translated into national languages to ensure they resonate with local audiences and are accessible to a broader range of stakeholders. Partners will work collaboratively to distribute press releases, leveraging their networks and relationships to enhance visibility and engagement across various countries.

2.12 Featuring InnoHSupport through Horizon Europe C&D tools

The project will aim at fully making use and benefitting of the Horizon Europe dissemination tools to maximise its dissemination reach, fostering its exploitation and sustainability potential. Preliminarily, the tools identified are:

- [CORDIS](#): CORDIS is a vital source of information about EU-funded research and innovation. It provides access to detailed descriptions and key results of more than 150 000 projects which have the potential to change the world and our lives for the better.
- [Horizon Results Platform](#): Matchmaking platform for EU-funded beneficiaries to showcase their research results and maximise their chances of being discovered by the right audiences for exploitation purposes.
- [Horizon Results Booster](#): Free services for R&I Framework Programme beneficiaries to enhance their dissemination and exploitation activities and maximise the impact of EU funded research results.

- [Success stories](#): A database of projects and success stories of EU-funded Research and Innovation. Explore them by country, theme, framework programme and more.
- [Innovation Procurement Newsletter](#): A newsletter hosted by the Digital Single Market Newsroom.

The Project Coordinator, in collaboration with ECHAlliance as the WP5 Leader, will evaluate and jointly determine which achievements to share with the European Union services.

2.13 Collaboration and commitment

To ensure the engagement and effectiveness of the CDE efforts, the consortium deems it important to define and clearly allocate CD core activities and corresponding responsibilities across all the partners involved in the project.

Activity	Responsible partner(s)
Communication, dissemination and exploitation planning and reporting. Production of corresponding deliverables	ECHAlliance with the support of HPE
Website design, update and maintenance	ECHAlliance
Design and production of the InnoHSupport visual identity and dissemination materials (flyer, poster, roll up, banners, visuals and infographics)	ECHAlliance
InnoHSupport social media management	ECHAlliance
Newsletter design, content curation and subscription database management	ECHAlliance
Press releases: 1) Writing and editing in English 2) Translation and adaptation in national language 3) Posting in relevant national press outlets	1) ECHAlliance 2) All partners 3) All partners
News: Collection from partners, English revision and publication on the project website	ECHAlliance
Publications:	

<ol style="list-style-type: none"> 1) Writing, editing and manuscript submission 2) Coordination and compliance with the rules settled in the InnoHSupport Grant Agreement and Consortium Agreement 3) Writing of publishable summaries suitable for general public communications to be uploaded on the website and production related social media posts 	<ol style="list-style-type: none"> 1) Partners involved in the related WPs, tasks and activities 2) SILO 3) ECHAlliance
<p>Publication of non-indexed articles, grey literature pieces, interviews, and commentaries on magazines, websites of relevant associations and networks:</p> <ol style="list-style-type: none"> 1) Identification of the topic, the suitable channel for the publication and writing in English 2) Review, edit, if necessary, check formal communication requirements (logos, colour palette, style, format, etc.) 	<ol style="list-style-type: none"> 1) Partners involved in the relevant WPs, tasks or activities 2) ECHAlliance
<p>Organisation of project's events:</p> <ol style="list-style-type: none"> 1) Concept, agenda, content and speakers 2) Logistic and technical support 	<ol style="list-style-type: none"> 1) Partners involved in the relevant WPs, tasks or activities 2) Partner responsible for the organisation of live events, or ECHAlliance if online

Table 4 CD activities and responsibilities

2.14 Progress and impact monitoring

The impact of Communication and Dissemination activities will be constantly monitored using a dedicated Communication and Dissemination Tracker (C&D Tracker), a tool for monitoring and reporting dissemination activities, estimating the total reached audience, and tracking progress against our KPIs. This tool is provided to all partners in the form of a spreadsheet and is available in the project's repository.

The C&D Tracker includes seven sheets in total:

- **How to use the tracker:** A brief guideline on how to use the tool.
- **Press Releases & Media Tracker:** A space to add links to press releases and any other media work related to the InnoHSupport project, ensuring that links are accessible and up to date.
- **Events Tracker:** A section for adding names, dates, and details of events (hosted or attended) related to InnoHSupport, along with their relation to respective work package tasks.

- **Social Media Tracker:** A section to upload content (text, images, videos) by channel for resharing and posting on official InnoHSupport channels. The content must be relevant and align with the project's branding guidelines.
- **News Calendar:** A space of news articles from partners for the InnoHSupport website, including the article title, author, publication date, and a link to the article.
- **Semi-Scientific Publications:** A section for tracking names and links to semi-scientific publications related to InnoHSupport, including publication titles, authors, journal information (if available), and a brief description.
- **Synergies:** A space for adding potential names and contacts from other EU-funded projects or initiatives that align with or have similar objectives.

This tool will enable the monitoring of progress against the set KPIs, ensuring effective tracking and yearly reporting through project deliverables D5.3 - Communication, Dissemination, and Exploitation Report Y1 and D5.4 - Communication, Dissemination, and Exploitation Report Y2.

Communication and Dissemination KPIs		
Item	Description	KPI
Visual identity	Develop and establish a cohesive visual identity for the project.	M3
Website	Launch and maintain an informative, user-friendly project website.	M3-M4
QR Code	To direct to the website with relevant information, easily accessible by a mobile device.	M4
Press releases	Launched once a year (and additional, if necessary) to announce major project advances. Maximize use of partners' in-house communications channels to share press releases.	Once a year
Blog posts (News)	Streamlined content strategy that includes blog tidbits (e.g., progress of the project, open calls announcement etc.). Topic-focused blog posts (e.g. the role of cultural change in innovation procurement, procurers-suppliers communication and collaboration)	General (Monthly) Focused (every 3 months)
Infographics	Prepare two eye-catching infographics per year to highlight either outputs or challenges being addressed.	2 per year
Social media	Launch LinkedIn and X account	M3

Webinars & Podcasts	Quarterly webinar recordings (via YouTube) that invite 3 expert panelists to discuss and present on a topic related to the project (content will vary according to the targeted stakeholder's perspective and needs). Webinars discussions will be released as Podcasts (made available on Spotify and project website)	4 per year
Thematic Innovation Ecosystems (TIEs)	Coordinate with ECHA to involve InnoHSupport in TIEs held virtually for a global audience.	≥1 per year
Wikipedia	Publish and update the InnoHSupport Wikipedia page.	Y2
Events	Participate and disseminate outputs at pre-selected strategic events.	≥3 per year
Outreach Workshops	Organize an outreach workshop during a relevant international event to enable a direct communication between the InnoHSupport partners and the relevant stakeholders.	≥2 per year
Synergies	Collaboration with other projects that are relevant or have similar pursuits, including EIT Health, EIC, InnoFacilitator project, Inno Buyer project, Innovation Procurement Task Force, Healthcare Transformation Academy, Procure4Health, etc.	≥3 per year
Semi-scientific publications	These publications will follow FAIR and Open-access best practices to disseminate scientific publications in peer-reviewed journals and "grey" (non-indexed) alliteration.	≥2

Table 5 InnoHSupport Communication and Dissemination KPIs

3 Preliminary Exploitation plan

3.1 Methodology

To ensure a structured and effective approach to the exploitation of project results, InnoHSupport adopts a multi-step horizon strategy. This methodology enables the project to maximize the impact of its outputs by addressing short-term, medium-term, and long-term objectives. Each phase focuses on validating, sustaining, and scaling the results, ensuring their relevance beyond the project's duration. The exploitation strategy is built upon key pillars such as identifying Key Exploitable Results (KERs), managing intellectual property, and conducting market analysis. InnoHSupport will exploit the project results in a multi-step horizon approach as follows:

Deliverable 5.2 – InnoHSupport

- **Short-term objectives:** verify and validate through the developed capacity building tools, advisory services and cooperation and matchmaking events.
- **Medium-term objectives:** This is the period that starts with the end of the project and lasts for 12 months. The main objective of this period would be to ensure the sustainability of the services developed during the project.
- **Long-term objectives:** This final stage that starts 12 months after the end of the project and lasts for three years will focus on commercialization/deployment of results, tools, and services developed in previous phases. This phase should ensure that e.g. the capacity building course is run after the end of the project, serving a wider innovation procurement community in the European Union.

The main target audiences that will benefit from the exploitation of the project's results include: the public and private procurers in a direct way and suppliers in an indirect way.

The plan to exploit the knowledge and results of the project will be based on the following pillars:

- **Identification of the Key Exploitable Results (KERs) of the project.** These are the tangible outputs that can be exploited from three pillars of the project: capacity building, advisory services and cooperation and matchmaking. The project, if possible, will make use of services provided by the European Commission, such as the Horizon Results Booster.
- **IPR Management:** The project will develop and adopt a strategy for the management of the Intellectual Property and of the produced knowledge in general. This will be guided primarily by the Consortium Agreement and defined further in the Exploitation Plan (D5.3).
- **Market Analysis:** Once the KERs are defined, the project will perform a market analysis to evaluate the potential market size and the available market opportunities that may exist (D5.3).

3.2 Preliminary Key Exploitable Results

During Year 1, the leader of the WP5, ECHAlliance will distribute a survey to the partners, containing questions about their expectations and contributions regarding exploitable results. The survey will help map the exploitable results of the project. These insights will enable the WP5 leader to gather essential information and begin defining the preliminary exploitable results of the

InnoHSupport project. This initial definition will be updated and refined as the project progresses.

According to the preliminary analysis, the assets that have the highest exploitable potential are:

- **Executive Education Programme**, which empowers professionals with cutting-edge knowledge and skills to drive health and social innovation.
- **Advisory Services**, which provide expert guidance to stakeholders for the effective implementation and scaling of innovative health solutions.
- **AGORA**, which facilitates a dynamic platform for knowledge exchange, fostering collaboration and co-creation among key actors.
- **InnoHSupport Community**, which will contribute to building a strong network of stakeholders committed to advancing innovation in health and social care ecosystems.

3.3 Route to exploitation

The exploitation plan for InnoHSupport will be carefully developed at the beginning of Y2 and updated at least quarterly to ensure the maximum utilisation and impact of the project's outcomes by key stakeholders. Structured into four distinct phases, the plan will provide a clear framework for guiding exploitation activities throughout the project's lifecycle.

The following activities are foreseen to ensure the sustainability of the project results:

- EE Programme: certification (ECTs, micro-credentials, etc.) will be investigated to strengthen the attractiveness of the capacity building program.
- Advisory Services: cheaper and faster 'packaged service delivery' will be sought for the
- innovation procurement methodologies developed in WP3. 3. INNOVATION PROCUREMENT
- AGORA: a funding model will be explored to guarantee that it is kept running, fed, and opened, serving a wider innovation procurement community in the EU. Thus, Innovation Procurement Toolkit, Experts' Inventory, Best Practices repository, innovation procurement events, and in short, all the

measures developed for matchmaking and networking will continue to be available.

- InnoHSupport Community: the partners will try to build synergies with existing projects and platforms to reach further audience, indeed, partners have opted to leverage existing resources like the Healthcare Buyers Community, a platform already recognized in the ecosystem.

To systematically drive the exploitation of project results, InnoHSupport follows a structured, phased approach. The following figure illustrates the three key phases identified for the route to exploitation:



Figure 16 InnoHSupport Route to Exploitation

- **Initial engagement and validation** (Months 1-12): This phase focuses on stakeholder engagement, validation of methodologies, and initial dissemination activities to ensure alignment with market and policy needs.
- **Transition to sustainability** (Months 13-18): The project moves towards sustainability through partnerships, synergies, and capacity-building efforts, and initial definition of the exploitable results.
- **Post-project commercialisation** (Months 19-24 and beyond): Full-scale implementation and market uptake of project results, including the commercialization of Key Exploitable Results (KERs) and integration into existing innovation ecosystems.

By following this structured approach, InnoHSupport ensures that its results are effectively transitioned from research and development to real-world application, maximizing their long-term impact and sustainability.

4 Next steps

Based on the present plan, ECHAlliance will coordinate with all partners towards raising project awareness and effectively engaging stakeholders during Year 1 of the project. Progress and Impact achieved through WP5 activities will be assessed at the end of Year 1 (D5.3 Communication, Dissemination and Exploitation Report Y1). Also, suggestions for the communication, dissemination and stakeholder engagement activities, as well as input into the Exploitation Plan will be included. Based on the findings of these assessments, the CDE plan will be updated, incorporating any corrective actions possibly required towards enhancing the reach and the exploitation potential of the project.

5 Conclusions

The Communication, Dissemination, and Exploitation Plan (CDEP) for the InnoHSupport project establishes a strategic framework to enhance stakeholder engagement, maximize visibility, and ensure the sustainable impact of project results. The plan adopts a multi-layered approach that integrates targeted communication strategies, multi-channel outreach, and collaborative efforts within the European healthcare innovation ecosystem.

Throughout the project, the communication and dissemination activities will focus on:

- Raising awareness of InnoHSupport's objectives and contributions to healthcare procurement innovation.
- Facilitating knowledge exchange among key stakeholders, including public and private procurers, solution providers, policymakers, and innovation enablers.
- Strengthening collaboration through AGORA and the Healthcare Buyers Community, ensuring continuous interaction and matchmaking among key actors.
- Supporting the sustainability of project results by embedding them into existing procurement and innovation frameworks.

A key feature of the CDEP is its flexibility and adaptability. A structured monitoring and evaluation process will ensure continuous refinement based on stakeholder feedback, engagement metrics, and project developments. The impact of communication and dissemination activities will be measured against predefined KPIs, with regular assessments to optimize outreach and engagement strategies. Looking ahead, the next steps will focus on refining and implementing the planned activities, expanding outreach strategies, and aligning with broader European Commission dissemination frameworks. By leveraging innovative dissemination mechanisms and fostering strategic collaborations, InnoHSupport aims to make a lasting impact on healthcare procurement innovation, promoting more efficient, sustainable, and innovative procurement practices across Europe.

Annexes

Annex 1: Visual Identity Manual

Annex 2: Deliverable Template

Annex 3: PowerPoint Template

Annex 4: News Template

Annex 1: Visual Identity Manual



Visual Indentity Guidelines

Logo

Logo with project name



Logo on colored
background



Logo with project name
on dark background



Typography

Manrope

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Titles & Subtitle

Lowercase regular

Lowercase bold

Paragraph styles

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consectetur odio. Integer convallis convallis orci, sit
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Link

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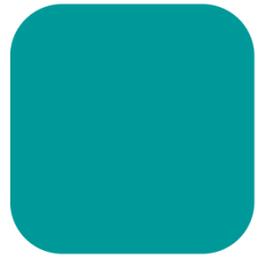
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SPACING

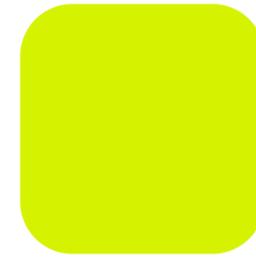
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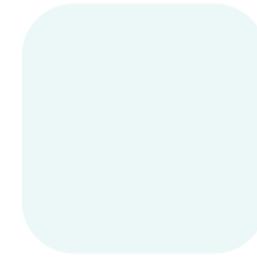
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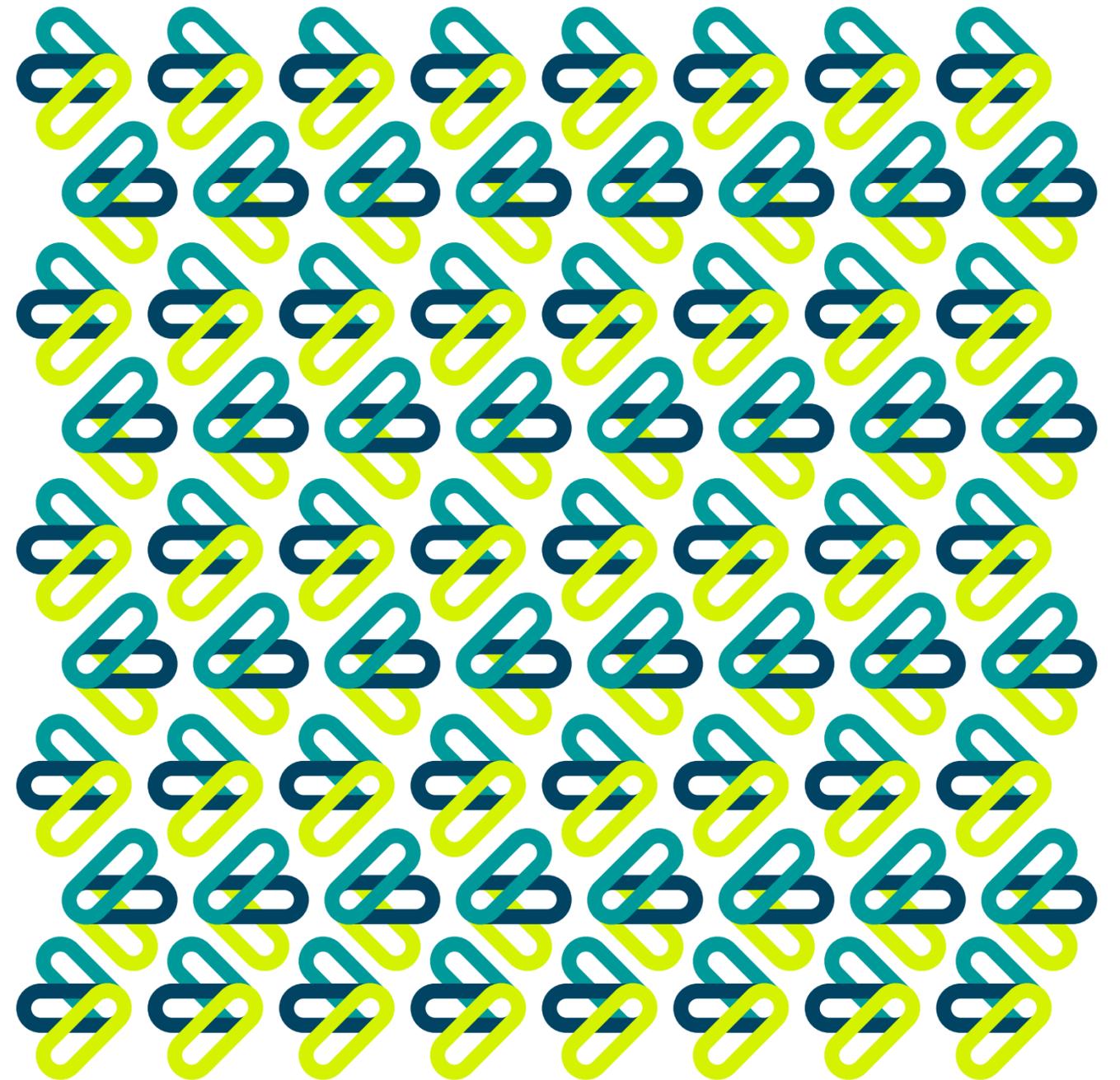
Elements



Shapes



Patterns



Social Media Templates



Annex 2: Deliverable Template

DXX.YY - Description

Year



Project number:
 Project name:
 Project acronym:
 Funding programme:

Version number	
Status	First draft/Final
Dissemination level	Public/ Private
Due date of deliverable	DD/MM/YYYY
Actual submission date	DD/MM/YYYY
Project officer	??
Work package	WP X Title
Lead partner	ACRONYM
Partner(s) contributing	ACRONYMS
Authors	
Main author name	Organization
Contributing authors	Organization acronym
Reviewers	
Reviewer name	Organization acronym

Statement of originality *This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.*

Version Tracker

Date	Version number*	Change
DD/MM/YYYY	0.1	

Information

General instructions

The text font is Manrope, 12 pt

Text is black

Headlines are **green**

Bullet points are **lime green**

Tables background are **lime green** and **light green**

- Always use **lime green** bullet points
 - Also in this case
 - Please, keep the titles and subtitles as the template indicates.
 - Use 1.15 spacing
 - Use Sentence Case for Heading 1 (first letter of each word capitalized) and normal sentence for Heading 2 and text (only first letter of the first word capitalized).
1. For lists, use bold and green numbers.

Tables template

Item	Item	Item
DD/MM/YYYY	0.1	

Table x. Short description

Table of Contents

Information	3
Tables template	3
Version Tracker	4
Executive Summary	5
Table of Contents	6
List of Figures	7
List of Tables	8
List of Abbreviations	9
Deliverable Introduction	9
Deliverable objective and scope	10
Relation to other WPs and deliverables	10
References	11
Appendix	12

List of Figures

List of Tables

List of Abbreviations

Executive Summary

One page explaining:

- Purpose
- Objectives and scope of the deliverable
- Intended audience
- Methodology
- Most important findings
- Conclusions and main recommendations

Deliverable Introduction

Deliverable objective and scope

Here explain the objective and scope in bullet points if possible.

Relation to other WPs and deliverables

The present deliverable is linked with:

Content of the deliverable

Summarize the content that can be found in this deliverable. Use bullet points if possible.

Heading 1

Text

Heading 2

Text

Heading 3

Text

Heading 4

Text

References

Appendix

Annex 3: PowerPoint Template

Presentation Title

Presentation Subtitle

Name Surname

Role (Organization)



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divided in several paragraphs



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Incididunt ut labore et dolore

Consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua



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divided in several paragraphs





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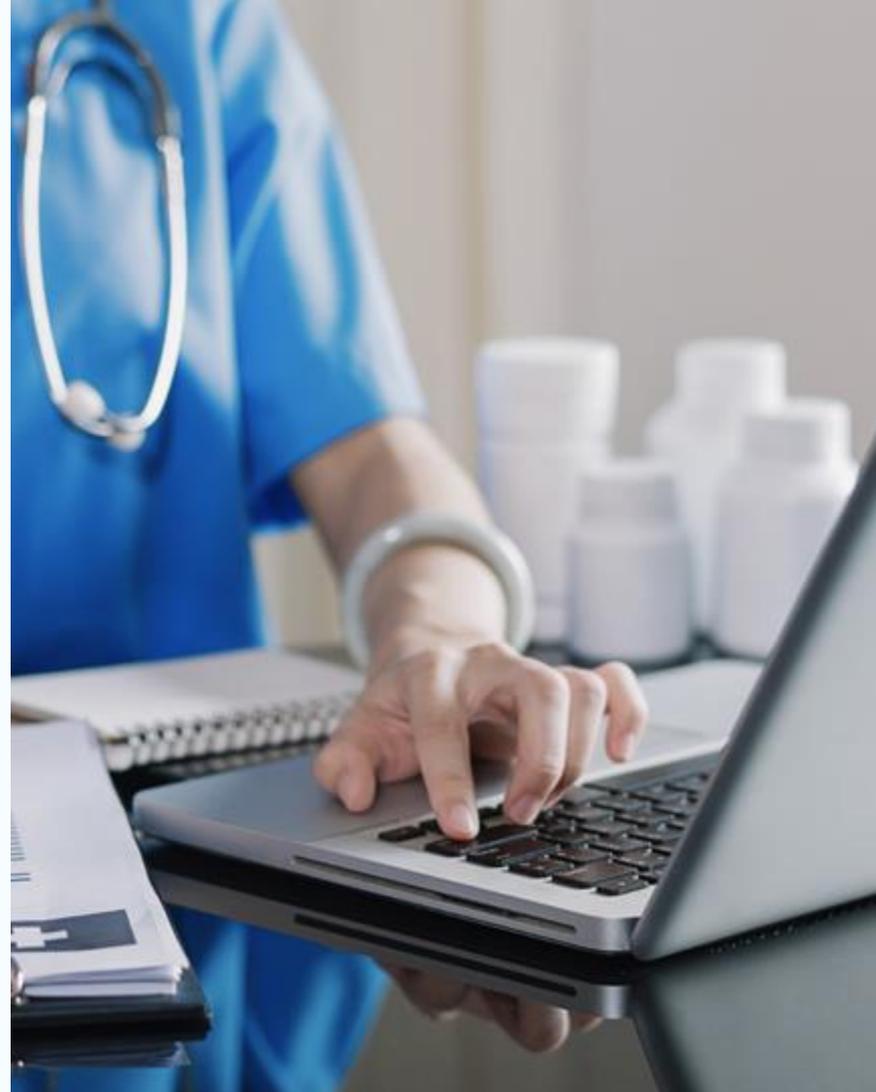
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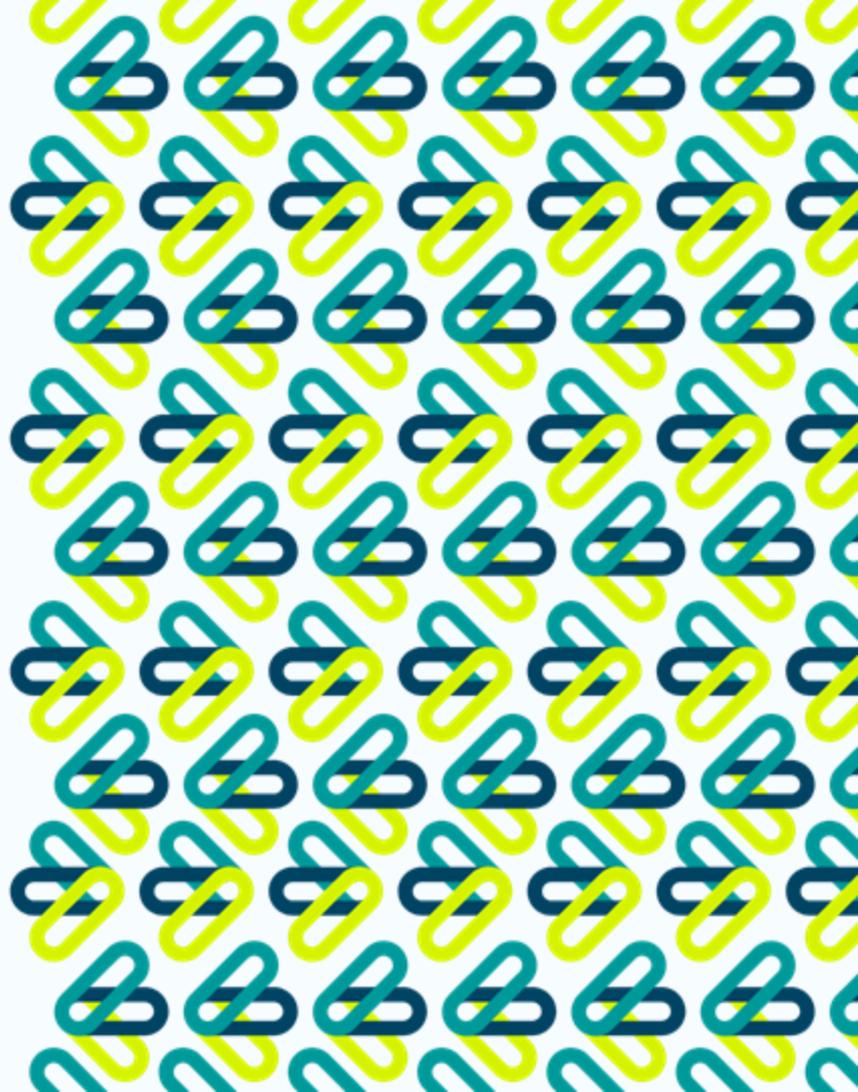
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Thanks!

Name Surname

Role (Organization)



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2

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3

3

3



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Annex 4: News Template

News

Date: **dd.mm.yy**

Author(s): **Name and Surname**

Title

Subtitle

(In case of an event, please write the date and the place)

[TO ADD A PHOTO]

(To add a description of the photo)

[Text...]

In the following sections, please describe:

- Aims and objectives of the workshop/external event/relevant initiative/result achieved...
- Relation to the InnoHSupport project
- In case of internal events Stakeholders/Attendees participating
- In case of external events, briefly describe the project's presentation made
- Main results and outcomes achieved
- Mention of possible future events/activities following the one carried out/described.

Please note: *the news should be between 1 to 2 pages*

