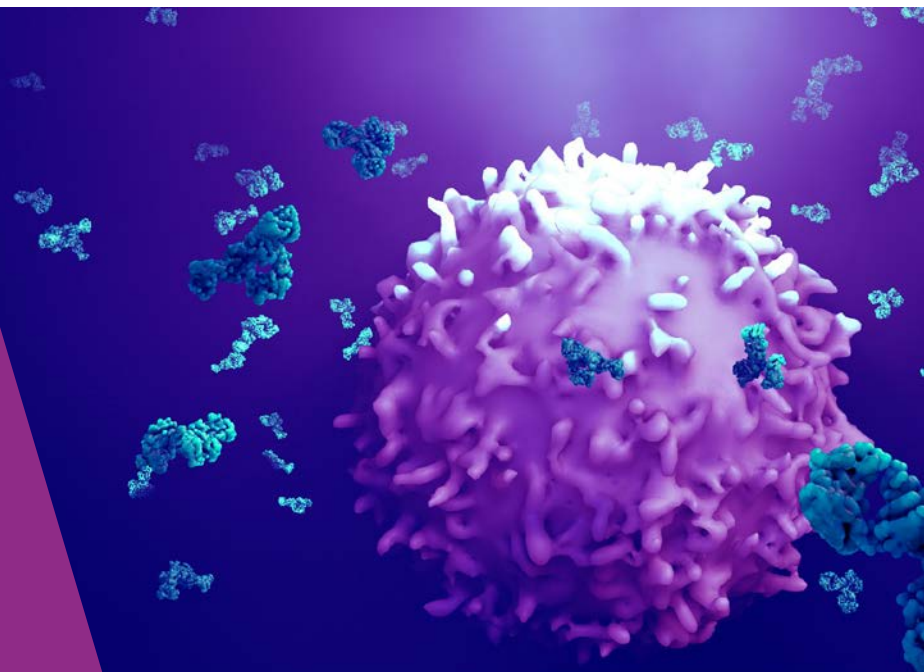




## IMMUNE SAFETY AVATAR

Nonclinical mimicking of the immune system effects of immunomodulatory therapies



## Deliverable 1.2 Dissemination Materials

### DELIVERABLE REPORT

This project has received funding from the Innovative Medicines Initiative 2 Joint Undertaking (JU) under grant agreement No 853988.

The JU receives support from the European Union's Horizon 2020 research and innovation programme and EFPIA and JDRF INTERNATIONAL.

## Abstract

This deliverable provides an overview of first communication and dissemination materials.

The domain of our project website was registered very early before the start of the project. The website can be reached via [imsavar.eu](https://imsavar.eu). It went online in summer 2020 and is based on Search Engine Optimisation (SEO) to reach as much relevant stakeholders as possible. For social media the Consortium decided to use LinkedIn and Twitter as both tools are the most relevant to address the targeted stakeholder community.

We prepared overview slides as a template for individual conference presentations at the beginning of 2020. A one pager in lay language serves as an easy and quick overview and is meant to reach the non-scientific community and especially patients.

The production of print material will follow in 2021 as the COVID-19 pandemic and all associated measures to virtual events did not necessitate the need for print materials.

The stakeholder community is continuously growing. This was supported by two stakeholder workshops that took place in 2020 as well as several activities to attract patient involvement as well as e.g. stakeholders for biomarker development or other relevant scientific topics.

## Document Information

<b>Deliverable Report</b>	<b>D1.2: Dissemination Materials</b>
<b>Date</b>	<b>01.03.2021</b>
<b>Report prepared by</b>	<b>Fraunhofer IGB, Fraunhofer IZI</b> BioSci Consulting
<b>Project</b>	<b>imSAVAR - Immune Safety Avatar: nonclinical mimicking of the immune system effects of immunomodulatory therapies</b> Grant Agreement No.: 853988 (IMI2-2018-15-04)
<b>Project Coordinator</b>	<b>Fraunhofer-Gesellschaft zur Foerderung der angewandten Forschung e.V.</b> Prof. Dr. Dr. Ulrike Köhl Dr. Kristin Reiche  <b>Novartis Pharma AG</b> Dr. Jonathan Moggs Hannah Morgan, PhD
<b>Type</b>	<b>Deliverable Report   Public</b>

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## 1. imSAVAR Website

The website includes general sections to inform about the overall concept and idea of imSAVAR, the impact, IMI JU as well as the partners and relevant contact details. Furthermore, a specific forum was established to provide room for discussions on relevant topics through the imSAVAR stakeholder community. A password protected log-in is required to join.

Upcoming relevant events are displayed on the front page as well as the link to our two podcast interviews with our Coordinators Prof. Dr. Dr. Ulrike Köhl and Dr. Jonathan Moggs (to be approved).

Search Engine Optimisation (SEO) is a key factor, therefore an extensive keyword analysis was performed.

### Website Structure:

- Home
- Concept
  - Challenge
  - Approach & Objectives
  - Impact
  - Innovative Medicines Initiative
- Consortium
  - Academic
  - EFPIA Companies
  - Associated Partners
  - SMEs
- Forum
- News
  - Events
- Publications
  - Scientific Articles
  - Project Publications
- Contact

Please find below some impressions of the website or directly visit [imsavar.eu](https://imsavar.eu).

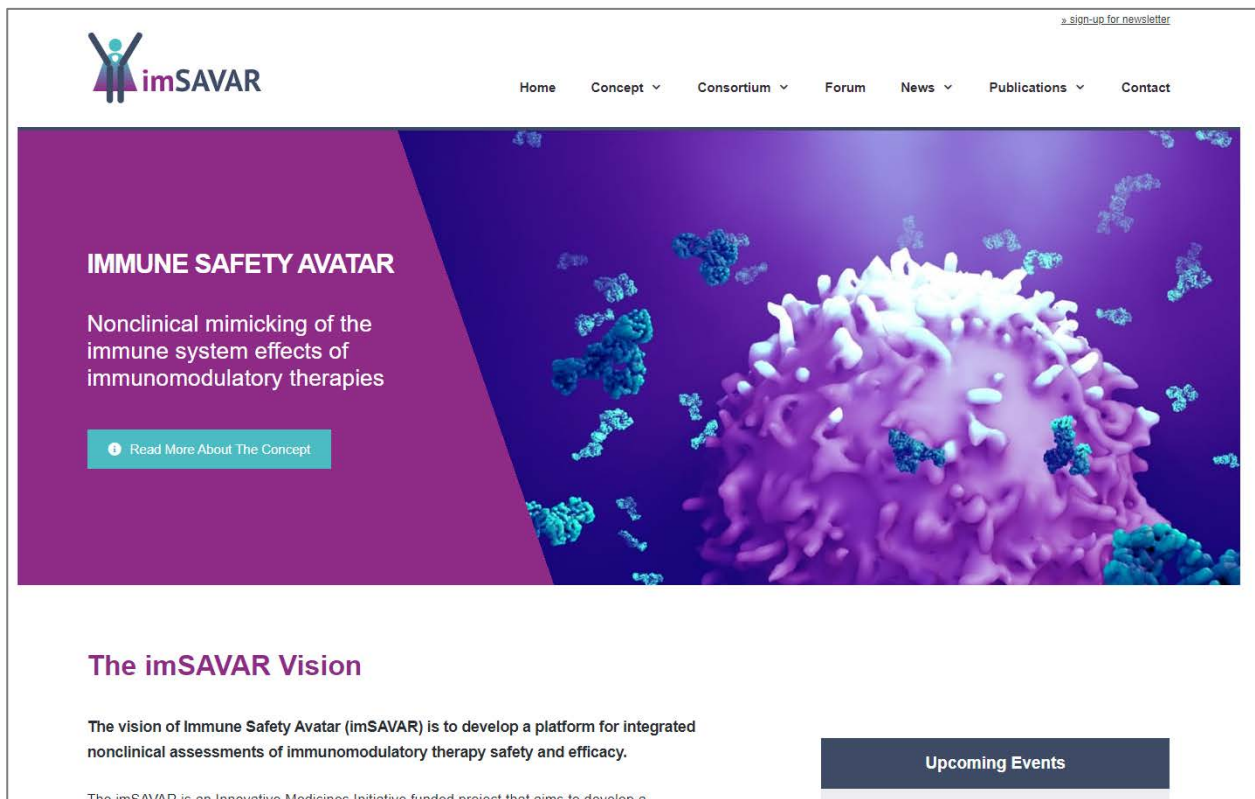


Figure 1: imSAVAR.eu Landing page with the vision and a list of the three relevant upcoming events.

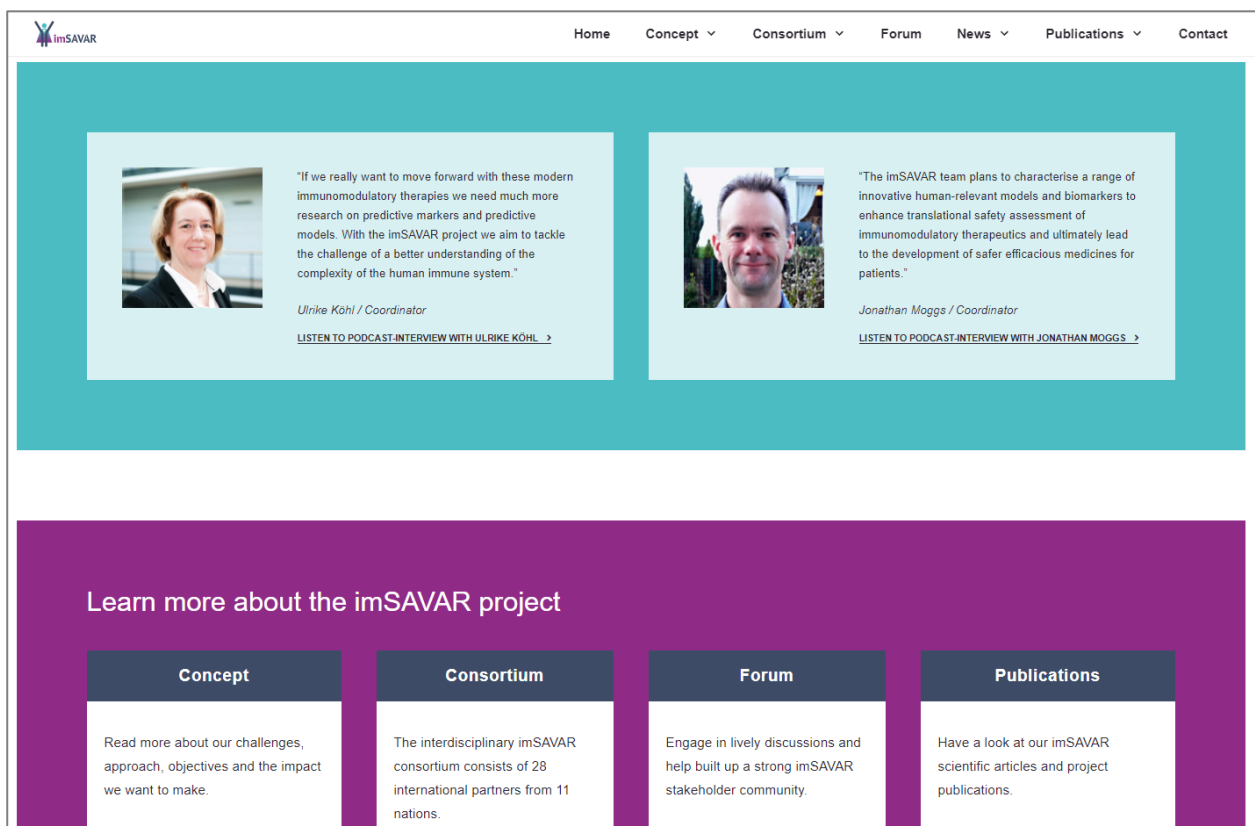


Figure 2: imSAVAR.eu Landing page with Coordinator statements, link to podcast interviews and main sections below.

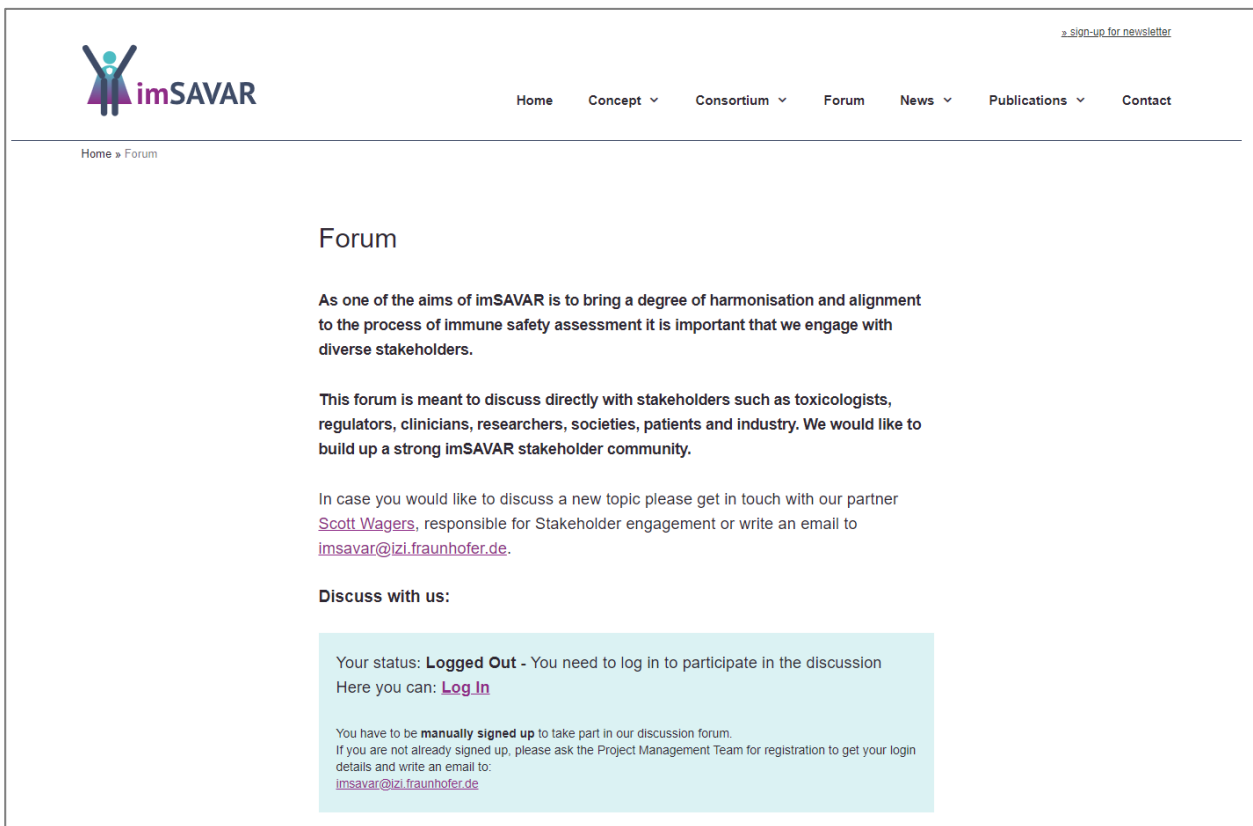


Figure 3: imSAVAR.eu Forum

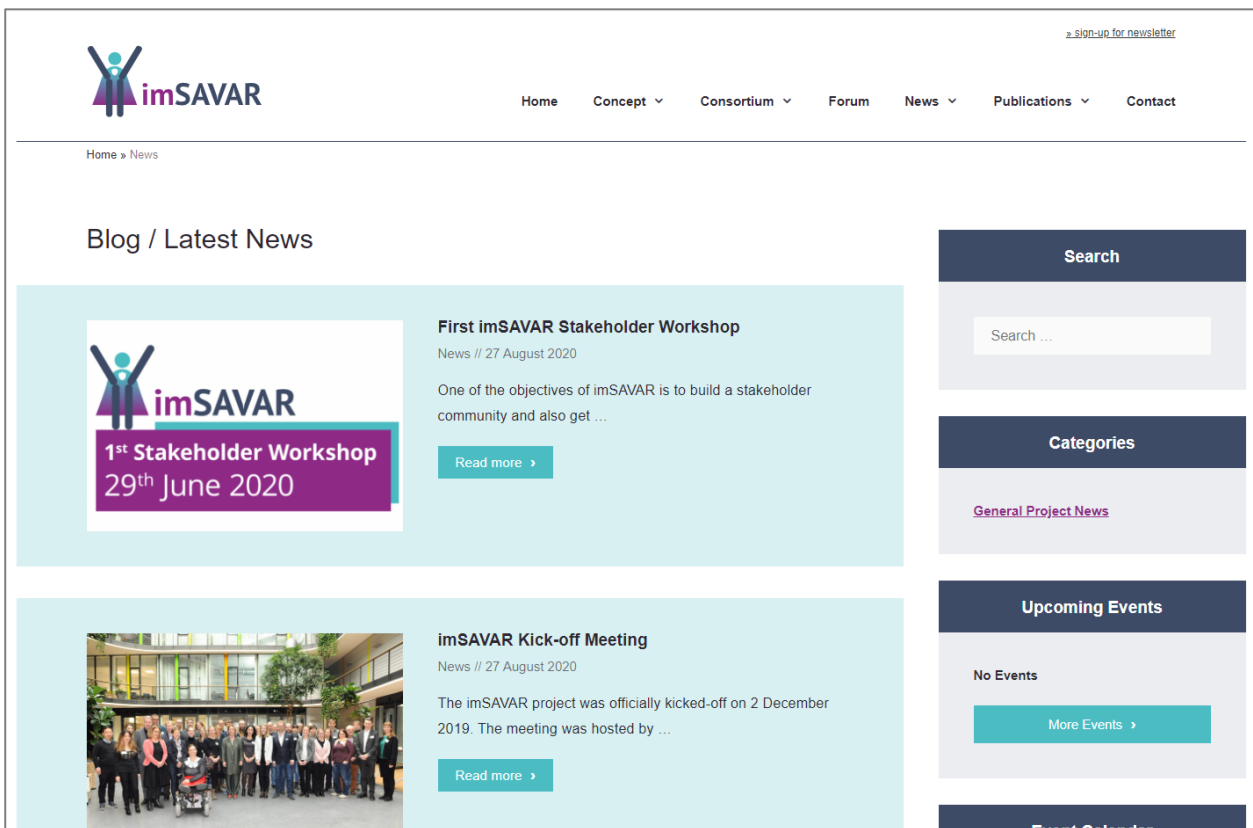


Figure 4: imSAVAR.eu Blog and Latest News

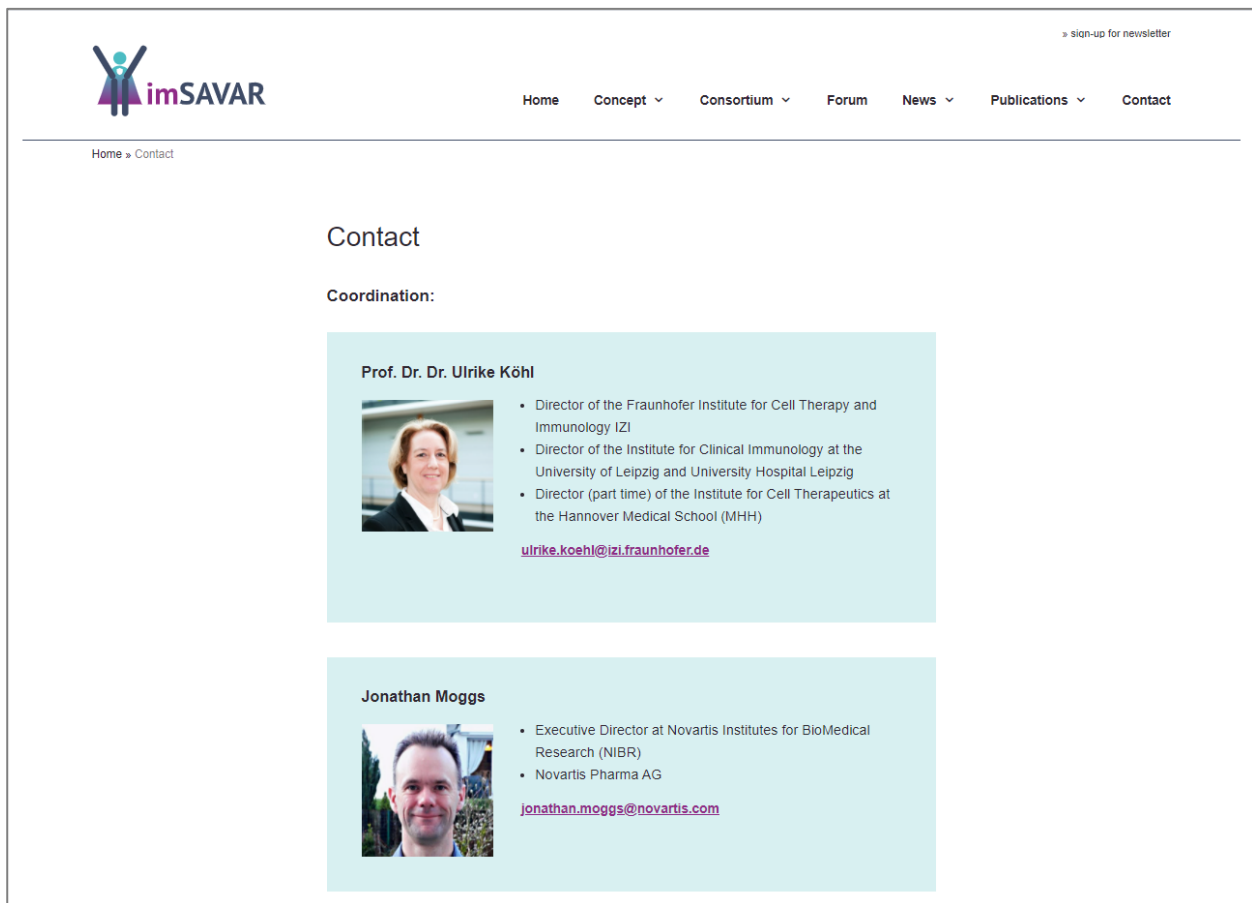


Figure 5: imSAVAR.eu Contacts

## 2. Other material to build up an imSAVAR Stakeholder Community

A general project presentation was prepared very early in the project. This serves as an agreed basis for partners to promote the project's concept. It can be extended with additional information required for an specific event or audience. It was designed to address the scientific community. The presentation slides are attached to this report.

The first dissemination campaign was planned and is currently being conducted. A one-pager serving as a project overview was developed, informing about the concept and objectives and built around graphs and quotes from the consortium. This was enhanced with information on desired patient involvement. Using lay language should especially help the non-scientific community to understand the content and scope of the imSAVAR project. The one-pager was distributed within the network of the consortium and first interested partners are currently being invited to meetings to discuss future collaborations.

During the second year of imSAVAR, as soon as a stakeholder community has been established, the first edition of the semi-annual Newsletter will be distributed. It will inform about current activities, results, publications and events. Our social media presence as well as the stakeholder workshops and activities will provide the basis to attract relevant recipients. The subscription to our newsletter is possible via our website [imsavar.eu](https://imsavar.eu).



## Acknowledgement

The authors would like to express their gratitude to the Innovative Medicines Initiative 2 Joint Undertaking (JU) for the financial support of this research under grant agreement No 853988. The JU receives support from the European Union's Horizon 2020 research and innovation programme and EFPIA and JDRF INTERNATIONAL.

