



D 6.3 Communication Materials

WP 6 – Dissemination, Communication and Exploitation

T 6.1 – Dissemination and communication strategy

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Technical references

| | |
|---------------------|---|
| Project Acronym | ULISES |
| Project Title | Immunological incompatibility as a basis for cancer curing and vaccination |
| Project Coordinator | Cristina Fillat Consorti Institut D'Investigacions Biomediques August PI I Sunyer IDIBAPS CFILLAT@clinic.cat |
| Project Duration | October 2020 – September 2023 (36 months) |

| | |
|------------------------------|--|
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- *
 PU = Public
 PP = Restricted to other programme participants (including the Commission Services)
 RE = Restricted to a group specified by the consortium (including the Commission Services)
 CO = Confidential, only for members of the consortium (including the Commission Services)

| V | Date | Beneficiary | Author |
|-----|------------|-------------|---------------|
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| 2.0 | | | |



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0. Summary

The current document describes the communication materials delivered during the first eight months of the project.

The first chapter explains how D6.3 “Communication materials” fits into the other activities conducted as part of WP6 - Communication, Dissemination and Exploitation.

The second chapter presents in detail the materials produced to date (until M8): a flyer, a roll-up poster, a Power Point presentation and a presentation video. It provides background information as to their rationale and the modality of distribution envisaged. The project partners who have contributed to the development of these materials and their role are specified too.



1 Introduction

The current document illustrates the package of communication resources, which has been developed in the first eight months of the project. They all match the graphic guidelines indicated in D6.1 “Web site social media and logo” submitted in November 2020 (M2).

These communication products will be used until the end of ULISES and no re-drafts are foreseen. Should additional materials become necessary, their content and modalities of distribution will be illustrated in D 6.4 “*Dissemination and exploitation plan*” foreseen at July 2021 (M8). A final overview of the communication tools utilised by ULISES will be provided in D 6.5 (“*Final Report on Communication Activities*”) planned for September 2023 (M36).

1.1 Aims of the document

The essential ULISES communication materials are part of a package produced to date which consists of:

- A flyer;
- A roll-up poster;
- A Power Point presentation;
- A presentation video.

All of them respect the project’s visual identity and provide concise yet exhaustive information on the key elements which support the project communication: main objectives, benefits brought to the stakeholders, areas of action and - with the exception of the video - a brief consortium presentation.

The following paragraphs outline the reasoning behind their creation, their scope and a brief explanation as to how they will be distributed in the ULISES community.

1.2 Responsibilities in the Consortium

WP6 leader ICONS has been accountable for the “delivery of project communication materials, web and social media channels. Details of the project website, social media channels and all graphic elements including the logo have been provided in D6.1 “Website, social media and logo” submitted in November 2020 (M2).

After the creation of the dissemination channels ICONS has looked after the development of the communication materials described in this deliverable across all the stages of their implementation, from content drafting through to graphic development.

The general approach recommended by ICONS as partner responsible of Communication and Dissemination has been validated by the project coordinator IDIBAPS, who has also provided feedback on the first draft of the materials developed by ICONS.



2 Communication Materials

The communication materials illustrated in the current document will support the project dissemination and communication along its entire duration.

2.1 Flyer

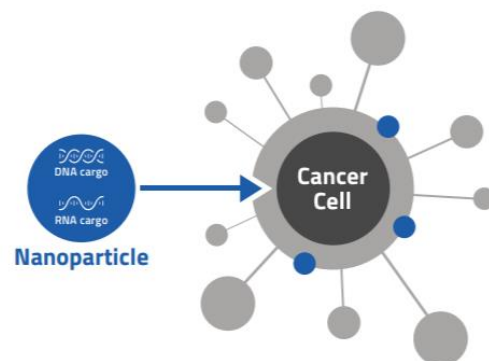
The flyer is meant to raise awareness of the project, its objectives and main areas of activity.

It will be used to support the dissemination and will be distributed at the events attended by the consortium members.



The Project

The EU-funded project ULISES aims at developing a new nanotechnology-based treatment strategy where cancer cells that are invisible to the patient's immune system are reprogrammed to become "visible". This approach does not seek to alter the genetics of the cancer cells; rather it helps the immune system to recognise and attack these cells once they have been "flagged" as incompatible.



Ulises advantages over current therapies

- A "natural" treatment reducing the side effects of current therapies (drugs, chemotherapy, radiotherapy, transplants, etc.), as the patient's own immune system will be stimulated to attack cancer cells.
- Fewer relapses since the ULISES therapy will provide an acquired immunity or immunological-memory, leading to a "vaccine effect".
- Easy adaptation to any type of cancer.



Figure 1 - ULISES Flyer

Like all the other dissemination materials, the flyer is compliant with the project's visual identity and provides concise yet exhaustive information on the key aspects of the project: main objectives, benefits brought to the stakeholder community (academia, researchers and other stakeholders of the health ecosystem) list of partners and contact details.



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The flyer is based on a twofold layout consisting of four pages in total. In closed format it measures 210x148 mm.

Travel restrictions due to the Covid-19 pandemic have considerably reduced the number of physical events taking place during the initial project months. Although the global situation is improving, to date, there is still uncertainty as to when things will return back to normal and the events taking place in the first part of the project are likely to remain virtual. Hence, we need to ensure that our leaflet is particularly effective and catchy when visualised online.

Digital copies are being made available to the project team. When restrictions associated to the pandemic will be lifted and physical events will re-start, the necessary number of copies will be printed and dispatched by ICONS to the consortium partners.

The soft copy of the flyer can be accessed via this link: <https://ulises-project.eu/project/>.

| Task | Accountability | Contributors |
|---------------|---|---|
| Text | ICONS drafted the text of the flyer and finalised it based on input from IDIBAPS. | IDIBAPS provided their input to the content of the flyer and signed it off. |
| Graphics | ICONS developed the graphic layout. | IDIBAPS signed off the graphics. |
| Distributions | ICONS have shared the file to the consortium. | ALL partners are encouraged to share the flyer with their contacts. |
| Print | ICONS will print the copies of the flyers (the exact number will be set in accordance to the number of physical events the project might realistically attend). | The actual number of copies to be printed will be agreed upon with IDIBAPS. |

2.2 Poster

The ULISES poster is a synthesis of the key elements we want people to learn: project objectives, main activities, consortium partnership and contact details.

It comes in the standard roll-up size a (200x80cm). It will be displayed at the physical events attended by project representatives. As stated above, the present Covid-19 situation prevents us from making actual plans about physical events. Nevertheless, two hard copies of the poster will be printed: one will stay with the project coordinator, IDIBAPS, a second one will be at ICONS's office and will be sent to the



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Communication Materials

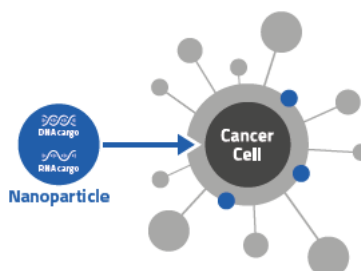
partners who need it. Additional printed copies will be agreed with the consortium based on the specific needs that might arise.



NANOTECHNOLOGIES TO HELP IN NEW CANCER TREATMENT STRATEGY

Cancer is the second leading cause of death globally. **Our bodies are unable to fight cancer because they don't recognise it.**

The EU project **ULISES** aims at developing a **new nanotechnology-based treatment strategy** where cancer cells that are invisible to the patient's immune system are reprogrammed to become "visible".



The new ULISES approach will offer:

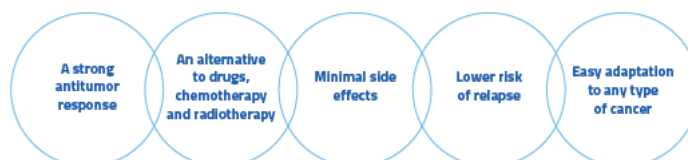


Figure 2: A screenshot of the ULISES roll-up poster

The soft copy of the poster can be accessed via this link: <https://ulises-project.eu/project/>.



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Communication Materials

| Task | Accountability | Contributors |
|---------------|--|--|
| Text | ICONS drafted the text of the poster and finalised it based on input from IDIBAPS. | IDIBAPS provided their input to the content of the poster and signed it off. |
| Graphics | ICONS developed the graphic layout. | IDIBAPS signed off the graphics. |
| Distributions | ICONS share the soft copy of the poster to the consortium. | ALL partners are encouraged to bring the roll-up poster at the events they will attend as representatives of the ULISES project. |
| Print | ICONS will print two copies of the poster. | |

2.3 Power Point Presentation

A Power Point presentation has been drafted to support the project communication and provide partners with a starting point when they will give a presentation to external target audiences.

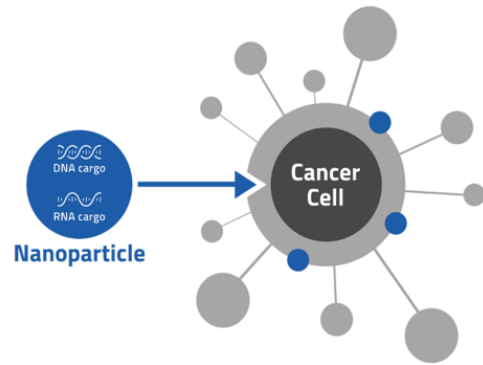
The presentation is very agile and streamlined, which will hopefully encourage partners to use it. After a scenario analysis on the main current therapies against the cancer and a brief introduction of the project focused on a new nanotechnology – based treatment, it illustrates the main objective ULISES intends to pursue:

- A strong antitumor response;
- a 'natural' treatment reducing the side effects of current therapies (drugs, chemotherapy, radiotherapy, transplants, etc.), as the patient's own immune system will be stimulated to attack cancer cells;
- fewer relapses since the ULISES therapy will provide an acquired immunity or immunological-memory, leading to a "vaccine effect".



A radical vision in the field of the cancer treatment

- While cancer treatments are currently based on surgical resection of the tumour, chemotherapy, radiotherapy, target-driven therapies and immunotherapy, **ULISES aims to set out an all-new therapeutic strategy based on nanotechnologies.**
- ULISES researchers propose use **nanotechnologies to deliver plasmid DNA into tumorous cells**, which will reprogram them into immunologically incompatible cells.



Such disruptive treatment will enable the immune system to see what has, until now, been invisible.



Figure 3 – ULISES presentation

The Power Point presentation of ULISES will be published on the project website in the [media kit](#) section.

| Task | Accountability | Contributors |
|--------------|--|--|
| Text | ICONS drafted the text in cooperation with IDIBAPS. | IDIBAPS made integrations in the text and signed it off. |
| Layout | ICONS developed the graphic layout. | IDIBAPS signed off the layout. |
| Distribution | ICONS will upload the PDF presentation on the project website and will share it with partners. | . |

2.4 Presentation video

The ULISES video is a way to raise awareness of the project in the medical and scientific community and improve its visibility among a target of students, adult population interested in innovation and technology. It provides a glimpse into the research areas covered by the project. It can be viewed on the



Communication Materials

project website and it will be shown at sector events where ULISES will be represented.

Therefore, the information relayed is essential and needs to be complemented by technical details available via the project deliverables and scientific papers illustrating the project outcomes which will be disseminated via the project communication channels, like the website and social media.

The community which we expect to be interested in ULISES results is the one active in the scientific-and-medical domain, the language of the video is informal, clear and straightforward, so to attract a wider audience, including post- graduate and PhD students.

The presentation video is broadly articulated into the following sections:

1. A general statement about cancer;
2. identification of the main reason why the human body is unable to fight the cancer;
3. the original approach followed by ULISES, that aims to co-developing a new treatment to make “visible” the tumoral cells by using the nanotechnologies;
4. why the treatment developed by ULISES is a valid alternative to therapies currently used to fight the cancer;
5. project contact details.

The video lasts approximately 1 minute. This duration will keep the audience interested and get them to watch it through to the end. A relatively short length will also increase chances for the video to be shown at external events, which, since they have gone virtual, are more and more interested in broadcasting short video materials.

The video is available in the homepage of the project’s website: <https://ulises-project.eu/>.

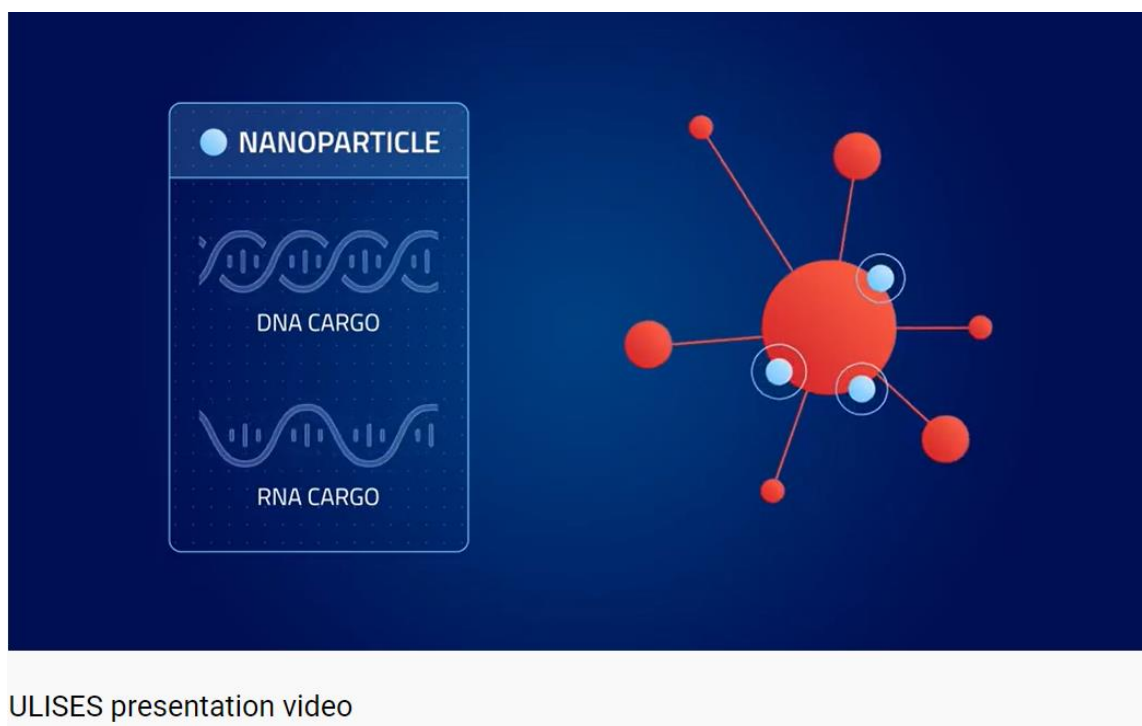


Figure 4 – A screenshot of the ULISES presentation video



2.4.1 Video production

The video is based on a technique of graphic animation, which draws attention to the key concepts conveyed, while a subtle soundtrack keeps the rhythm and makes the clip enjoyable to watch. The voiceover is in English. To ensure consistency with the project image and allow viewers to immediately associate it to ULISES production, the video matches the project’s visual identity (D6.1, “Website, social media and logo”) and features the illustrations associated to the project themes, which have been developed by the ICONS team with input from IDIBAPS.

The video production process has been articulated into the following subsequent stages:

| Step | Activity | Description |
|------|------------------|---|
| 1 | Concept | Concept identification, collection of references and definition of the look and feel to set the visual and narrative style. |
| 2 | Scriptwriting | Texts drafting |
| 3 | Storyboard | A set of drawings displaying the main moment or scenes and showing how voice over, images and animations go together |
| 4 | Production | All the elements (typographic animations, music and graphic elements) are assembled depending on the final script and storyboard; the speaker's voice is added. |
| 5 | Post- production | Graphic interventions and slight visual corrections along with the editing of the scenes; subtitles are added. |

2.4.2 Video distribution

The distribution of the video will start from its release in May 2021 (M8) and will continue throughout the end of the project.

The video will be uploaded on the ULISES YouTube Channel. Its presence on YouTube will increase exposure and likelihood to be found through search engines. It will also make it easier for information providers outside our project to embed our video on their online and social media posts.

- **Online** - The video has been embedded on the ULISES website, where it will be accessible for all visitors. The video will also be shared on the ULISES social media channels, Twitter and LinkedIn, while the project partners are encouraged to share it to their business network.
- **Offline** - We also envision the video clip to be extensively used offline, at events and workshops attended by project representatives.



Communication Materials

| Task | Accountability | Contributors |
|-------------------------|---|--|
| Pre and post Production | ICONS has been in charge of all pre-and post-production stages of the project. | IDIBAPS signed off the video script and storyboard. |
| Distribution | ICONS is in charge of distributing the video through the project online and social media channels | ALL partners are encouraged to share the video via their online networks and when participating to events. |



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