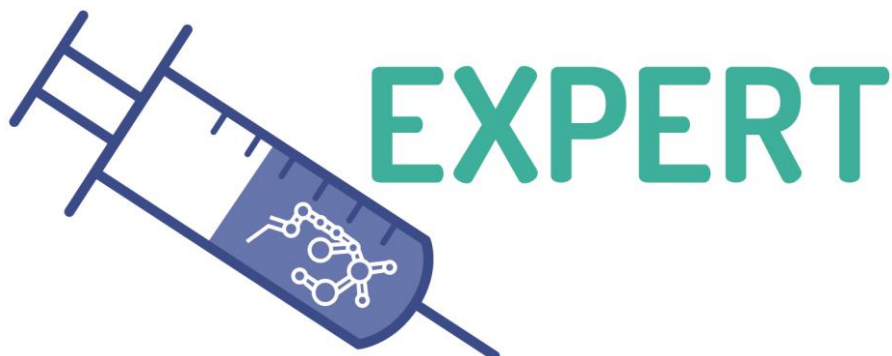


Call: H2020-SC1-2018-Single-Stage-RTD
Topic: SC1-BHC-09-2018
Funding Scheme: Research & Innovation Action (RIA)



Deliverable No. 12.4

EXPERT Audio-visual material

Grant Agreement no.: 825828

Project Title: **EXpanding Platforms for Efficacious mRNA Therapeutics**

Contractual Submission Date: 31/08/2020

Actual Submission Date: 27/01/2021

Responsible partner: P11: European Research and Project Office GmbH (Eurice)

Grant agreement no.	825828
Project full title	EXPERT – EXpanding Platforms for Efficacious mRNA Therapeutics

Deliverable number	D12.4
Deliverable title	EXPERT Audio-visual material
Type ¹	DEC
Dissemination level ²	P
Work package number	WP12
Work package leader	EURICE
Author(s)	Ulrike Waltsgott, Melanie Haupenthal, Corinna Hahn (all Eurice), Ray Schiffelers (UMCU)
Keywords	Project movie, project dissemination, audio-visual material, scientific communication, awareness-raising

The research leading to these results has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No. 825828.

The author is solely responsible for its content, it does not represent the opinion of the European Commission and the Commission is not responsible for any use that might be made of data appearing therein.

¹ **Type:** Use one of the following codes (in consistence with the Description of the Action):

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

² **Dissemination level:** Use one of the following codes (in consistence with the Description of the Action)

- PU: Public, fully open, e.g. web
- CO: Confidential, restricted under conditions set out in the Model Grant Agreement
- CI: Classified, information as referred to in Commission Decision 2001/844/EC

Table of Contents

1. Introduction..... 4

2. Description of Activities..... 4

3. Results 5

1. Introduction

In line with the Description of the Action and to support dissemination to the interested public, audio-visual material has been produced for EXPERT. The material aims to raise awareness of the project's objectives and impact, and is created for a broad audience including the general public, the scientific community, and related projects and initiatives.

2. Description of Activities

Purpose

The EXPERT project film aims at raising awareness for and illustrating the project goals in an entertaining and understandable format, as well as highlighting the expected impact of the project results on European society.

The clip explains the project objectives, i.e. finding a new off-the-shelf delivery system for RNA-based nanomedicines with a first clinical application in breast cancer and cardiovascular disease. The clip raises awareness on the project's potential impact also for the treatment of other diseases.

Last but not least the movie helps spreading information about the work of and funding by the European Commission.

Target Audience

The EXPERT film is mainly intended for the general public; but it will also help disseminating the project to the scientific community and political stakeholders. It has been designed and produced to be used in online communications as well as events and meetings as appropriate. It can be used by EXPERT project partners and the European Commission for dissemination purposes.

Concept and Production

To increase the public visibility of EXPERT and to communicate the project aims, objectives and expected outcomes, an animated short clip was produced at the end of the first year of the project.

The clip has a length of ~2 minutes and features motion design of elements and typography in a symbolic realistic animation style. In a simplified manner, the film vividly illustrates the key aspects of EXPERT, making it accessible to a broader public. After describing the fact that deficient, inactive or insufficient amount of proteins in human cells can cause severe diseases, the clip outlines the objectives of EXPERT, i.e. to develop a new off-the-shelf delivery system for RNA-based nanomedicines to treat cancer and cardiovascular disease and to improve diagnostic and therapeutic options for patients with several other diseases. The clip finds easily accessible symbols and metaphors to illustrate the EXPERT approach.

As the leader of task 12.1 (dissemination and networking), Eurice has managed the complete production process, starting with the creation of the film concept and voice-over text and animation conception. Production steps like recording and animations were contracted to a professional service provider with several rounds of revisions based on feedback provided by Eurice and partners involved in this task.

The production of the movie started in May 2020 and the preparation was a bit delayed due to several feedback loops that took longer than expected, and also due to COVID-19. The film was finally released on January 25, 2021.

The film was produced for online distribution as the most cost-effective means of dissemination.

3. Results

The film has been published on the EXPERT website on January 25, 2021. All consortium partners were encouraged to make use of their websites as well as news and social media channels (Twitter, Facebook, LinkedIn, YouTube etc.) to increase the project's visibility.

On the occasion of the film release, EXPERT partners were provided with a guidance document containing communication recommendations (please see Annex I) and a template of a news release (please see Annex II), allowing individual adaption and convenient press distribution.

As the EXPERT film has been designed and produced for online communication, the key communication channels were defined as follows:

Websites / News sections

- EXPERT website (<https://expert-project.eu/>)
- Websites / news sections of partner institutions involved in EXPERT (e.g. Eurice: <https://eurice.eu/news/>)
- EC/CORDIS website (<https://cordis.europa.eu/article/id/428927-finding-a-novel-delivery-system-for-mrna-therapeutics-to-treat-cancer-and-heart-failure-eu-pr>)

Youtube / Other video sharing channels

- Video-sharing channels of partner institutions involved in EXPERT (e.g. EURICE: <https://www.youtube.com/watch?v=kRKVzW4OhwY>)

Additionally, links to the video were posted at:

- EXPERT Twitter account (https://twitter.com/Expert_H2020/status/1354005917549944835)
- social networking sites of partner institutions (or participants)