



D3.2

1st Dissemination and Communication Activities Report

| | |
|-------------------------------------|--|
| Related Work Package | WP3 – Dissemination, Communication, Open data availability and Data management Plan |
| Related Task | Task 3.2. – 1st Dissemination and Communication Activities Report |
| Lead Beneficiary | Foundation for Research and Technology - FORTH |
| Contributing Beneficiaries | All |
| Document version | vf |
| Deliverable Type | Report |
| Distribution level | Public |
| Contractual Date of Delivery | 31/03/2022 |
| Actual Date of Delivery | 31/03/2022 |
| Authors | Theano Apostolidi and Chara Mavromati(FORTH) |
| Contributors | Nikolaos Tachos (FORTH), Manolis Tsiknakis (FORTH) |
| Reviewers | Haridimos Kondylakis (FORTH), Giacomo Aringhieri (UNIFI) |



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement n°**952159**

Version history

| Version | Description | Date completed |
|---------|--|----------------|
| 0.1 | Table of Contents | 01/03/2022 |
| 0.2 | First Draft | 05/3/2022 |
| 0.3 | Changes by Theano Apostolidi | 15/03/2022 |
| 0.4 | Changes by Chara Mavromati | 20/3/2022 |
| 0.5 | Changes by Theano Apostolidi | 22/03/2022 |
| 0.6 | Updates and refinements in all sections [N.S. Tachos] | 24/3/2022 |
| 0.7 | Updates and refinements in all sections by Theano Apostolidi | 28/03/2022 |
| 0.8 | Updates and refinements in all sections [N.S. Tachos] | 28/03/2022 |
| 0.9 | Review by Haridimos Kondylakis | 29/3/2022 |
| 0.10 | Review by Giacomo Aringhieri (UNIFI) | 30/3/2022 |
| vf | Final version for submission | 31/3/2022 |

Statement of Originality

This deliverable contains original unpublished work except where clearly indicated otherwise.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

Disclaimer

This document contains material, which is the copyright of one or more ProCancer-I consortium parties, and may not be reproduced or copied without permission.

All ProCancer-I consortium parties have agreed to full publication of this document.

The commercial use of any information contained in this document may require a license from the proprietor of that information.

Neither the ProCancer-I consortium as a whole, nor individual ProCancer-I consortium parties, warrant that the information contained in this document is capable of use, nor that use of the information is free from risk, accepting no liability for loss or damage suffered by any person using this information.

Executive summary

The deliverable (D) describes all Communication and Dissemination activities that have taken place since the beginning of the project, and mainly after the submission of the Communication Roadmap. Scope of the activities is to maximize the impact and the awareness of the project. All tasks have involved the whole consortium to ensure their buy-in.

The 1st Dissemination and Communication Activities Report builds mostly upon all the activities that have taken place since the beginning of the project. The deliverable will be updated every one and a half year, along with the Reporting period of the project.

The report presents a detailed overview of the dissemination activities during M1-18 for the ProCancer-I project. It includes the objectives of the activities, target groups, promotional tools and material, and visual identity among other strategies. All tools are being used to raise worldwide awareness and principally act as the brand guidelines of the project. Also, the deliverable reports all the actions that have been concluded up to M18 for the dissemination of the project.

Table of Contents

| | | |
|-------|---|----|
| 1 | Introduction..... | 8 |
| 1.1 | About the project..... | 8 |
| 1.2 | Purpose of the document..... | 8 |
| 1.3 | Importance of communication and dissemination | 8 |
| 2 | Communication Strategy..... | 10 |
| 2.1 | ProCancer-I Communication strategy | 10 |
| 2.2 | ProCancer-I Key messages | 10 |
| 2.3 | ProCancer-I Target Groups | 11 |
| 2.4 | Channels for Communication | 11 |
| 3 | Communication Activities | 13 |
| 3.1 | Project Identity | 13 |
| 3.1.1 | Project logo..... | 13 |
| 3.1.2 | Project colours | 13 |
| 3.1.3 | Project typeface..... | 14 |
| 3.1.4 | Project Templates | 14 |
| 3.2 | Formal Requirements..... | 14 |
| 3.2.1 | Logos | 14 |
| 3.2.2 | Acknowledgement Statement..... | 15 |
| 3.2.3 | Disclaimer | 15 |
| 3.3 | Internal Communication | 15 |
| 3.3.1 | Mailing lists..... | 16 |
| 3.3.2 | CBMLChat | 17 |
| 3.3.3 | Internal file repository (CBMLBox) | 17 |
| 3.3.4 | Teleconference solutions (Zoom tool)..... | 18 |
| 3.4 | Communication tools..... | 18 |
| 3.4.1 | Contribution by the partners..... | 18 |
| 3.4.2 | Website | 19 |
| 3.4.3 | Social Media | 21 |
| 3.5 | Other Communication Tools | 24 |
| 3.5.1 | Promotional Material..... | 24 |
| 3.5.2 | Promotional Videos | 27 |
| 4 | Dissemination Activities | 28 |
| 4.1 | Press Release | 28 |
| 4.2 | Newsletters..... | 28 |
| 4.3 | Events and presentations..... | 29 |
| 4.3.1 | Special ProCancer-I Events..... | 29 |
| 4.3.2 | AI Challenge Events (AI Hackathon)..... | 30 |
| 4.3.3 | Events and Presentations..... | 31 |
| 4.4 | Papers published at Scientific Conferences and Journals..... | 35 |
| 4.5 | Interviews and Articles..... | 37 |
| 4.6 | Interactions and Concertation with other projects and initiatives | 39 |

| | | |
|-------|---|----|
| 4.6.1 | Concertation with other projects of the same Call : The FUTURE AI INITIATIVE | 39 |
| 4.6.2 | Collaboration with the PIONEER IMI project | 42 |
| 4.6.3 | Interaction between AI4EU and ProCancer-I..... | 42 |
| 4.6.4 | Interaction between PRIMAGE and ProCancer-I | 42 |
| 4.6.5 | Interaction between CHAIMELEON and ProCancer-I..... | 42 |
| 4.6.6 | Interaction between FAIRplus and ProCancer-I..... | 42 |
| 4.6.7 | Interaction between ProCancer -I and BOUNCE..... | 43 |
| 4.7 | Educational and awareness campaigns | 43 |
| 4.8 | Links with the Wider Community and other relevant initiatives | 43 |
| 4.8.1 | Collaboration with the ID-PROSTATE project..... | 43 |
| 4.8.2 | Collaboration with Cancer Center Ltd | 43 |
| 4.8.3 | Collaboration with The Focal Therapy Clinic..... | 43 |
| 5 | Communication and dissemination work plan..... | 45 |
| 6 | Conclusions..... | 46 |
| 7 | Annex..... | 47 |
| 7.1 | Annex I..... | 47 |
| 7.2 | Annex II..... | 49 |

List of Abbreviations

| Abbreviation | Explanation |
|--------------|---------------------------|
| PCa | Prostate Cancer |
| TC | Teleconference |
| D | Deliverable |
| MRI | Magnetic Resonance Images |

List of Figures

| | |
|--|----|
| Figure 1 ProCancer-I Logo | 13 |
| Figure 2 ProCancer-I preferred color coding. | 13 |
| Figure 3 ProCancer-I preferred colors. | 14 |
| Figure 4 ProCancer-I Consortium News..... | 16 |
| Figure 5 ProCancer-I CBMLChat screenshot | 17 |
| Figure 6 ProCancer-I private space, CBMLBox repository | 18 |
| Figure 7 The zoom login page..... | 18 |
| Figure 8 ProCancer-I website homepage..... | 20 |
| Figure 9 ProCancer-I website Google Analytics | 21 |
| Figure 10 Screenshot from the ProCancer-I Facebook page and Facebook metrics | 22 |
| Figure 11 Screenshot from ProCancer-I twitter account and twitter metrics | 23 |
| Figure 12 Screenshot from ProCancer-I LinkedIn page and metrics | 24 |
| Figure 13 ProCancer-I leaflet..... | 25 |
| Figure 14 ProCancer-I Banner | 25 |
| Figure 15 ProCancer-I poster | 26 |
| Figure 16 HACETTEPE promotional poster..... | 26 |
| Figure 17 Screenshot from the ProCancer-I video | 27 |
| Figure 18 Video Screenshot..... | 27 |
| Figure 19 Screenshot from Newsletter #1 | 28 |
| Figure 20 Screenshot from Newsletter #2 | 29 |
| Figure 21 Screenshot from the ECR 2022 website (myesr.org) | 30 |
| Figure 22 Screenshot from the Conference in Lithuania | 31 |
| Figure 23 Screenshot from the March Webinar | 32 |
| Figure 24 Screenshot from the Presentation at the Symposium | 32 |
| Figure 25 Screenshot from the Health IT Conference | 33 |
| Figure 26 Screenshot from the BHI-BSN 2021 Workshop..... | 33 |
| Figure 27 Screenshot from the Researcher night Event in Turin | 34 |
| Figure 28 Screenshot from online lectures | 34 |
| Figure 29 Screenshot from the virtual meeting in Torino..... | 35 |
| Figure 30 Screenshot from the interview healthcare-in-europe.com..... | 37 |

| | |
|---|----|
| Figure 31 Screenshot from the interview | 38 |
| Figure 32 Video Screenshot from the podcast | 38 |
| Figure 33 Screenshot from the article | 39 |
| Figure 34 Screenshot from the FUTURE-AI website | 40 |

1 Introduction

1.1 About the project

Coping with prostate cancer increasingly becomes a major socio-economic challenge as it is the third more lethal cancer disease in Europe. ProCancer-I brings together modelling, medical, and industry experts to advance current knowledge on prostate cancer and focuses on developing new AI-based software tools for accurate prognosis and precise treatment.

Specifically, the objective of ProCancer-I is to develop advanced artificial intelligence models to address unmet clinical needs along the care continuum, i.e. from early diagnosis to the prediction of clinically significant cases, metastases development and prediction of response to treatment. To achieve this, partners will generate a large interoperable repository of health images and a scalable high-performance computing platform hosting the largest collection of PCa multiparametric Magnetic Resonance Images (MRI), but also histological and clinical data to be used for developing robust PCa AI models. To ensure the rapid clinical implementation of the models developed, the project's partners and especially the clinical partners will participate actively in the results monitoring for evaluating performance, accuracy, and reproducibility.

The results of the ProCancer-I are expected to have significant clinical impact since they will lead to a reduction or even total removal of overdiagnosis and overtreatment of indolent tumors, while maximizing precision in diagnosis and treatment (i.e. increase performance in discriminating indolent from aggressive disease, early predicting recurrence and detecting metastases or predicting the effectiveness of therapies, e.g. prediction of toxicity.)

1.2 Purpose of the document

This deliverable D3.2 presents the dissemination and communication activities that have taken place during M1-M18 for the ProCancer-I project. It provides an overview of all actions that have taken place so far and describes some future actions that are planned. All related future activities will be reported on D3.3 and D3.4 along with any modifications or updates on the planned activities.

To ensure that these developments will reach the clinical and research community, and the patients, as end-beneficiaries, and that they will be available in the long term, the project needs robust plans and actions concerning dissemination, communication, and exploitation, that are working together in tandem.

1.3 Importance of communication and dissemination

The timely and effective dissemination of the project and its results is an essential part of Horizon 2020 research projects. Apart from being a contractual obligation in the grant agreement, the dissemination and communication activities are a must for the progress of science and technology, even more in projects such as ProCancer-I, in which it is important to raise awareness about the innovations produced. The main benefit of a well-established communication and dissemination strategy is that it removes ambiguity and increases the coherence of activities.

The results of the ProCancer-I project need to achieve maximum impact by reaching as large an audience as possible. To this end Dissemination Activities are performed by all project partners, but they differ according to the nature of the partners. The industrial partners are mostly approaching relevant industry-sectors, as well as their distributors and client networks, while the academic and research partners are focusing on disseminating the project results towards research institutes,

universities, and scientific community worldwide. Finally, the clinical partners are focusing on disseminating the project results towards clinicians and patient organisations across Europe.

The dissemination activities are also differing in intensity based on the evolution of the project. The dissemination activities are carried out in three main phases, spanning throughout the project duration and extend beyond it, with increasing level of intensity, starting from the creation of general awareness and project identity and concluding with attracting potential supporters and customers/users of the project results. The timing of the dissemination activities as depicted below, might be differentiated according to the evolution of the coronavirus pandemic, that we are going through as this document is being written.

The Dissemination and Communication Activities Report will be reviewed every 18 months in order to update the list of activities and events that have been carried out and those that are planned for the subsequent time period.

2 Communication Strategy

2.1 ProCancer-I Communication strategy

The constant objectives of the ProCancer-I Communication and Dissemination activities are to:

- Raise awareness and understanding about the project among partners, health professionals, researchers, the wider public and patients as end beneficiaries.
- Establish the project's visual identity and communicate it in an integrated and consistent way, both externally and internally
- Communicate the vision of the project
- Facilitate the exchange of information and liaise with similar initiatives to increase the visibility of the project
- Ensure policy and decision-makers are informed about the project to influence future policy and practice
- Prepare Standardisation Activities with other projects, Bodies and Scientific Community
- Keep all the possible interested Stakeholders informed and interested in the vision and the results of the project
- Disseminate and share the results, knowledge and information produced within the project to maximize the impact and enable wider use and exploitation by other interested stakeholders and re-use of knowledge.
- Identify the best channels of communication to reach the aforementioned goals
- Effectively use these communication channels to present the project results
- Promote the project results and communicate the benefits to the different target groups and beneficiaries, facilitating also the commercial exploitation
- Encourage collaboration and participation of partners in external communication throughout the lifetime of the project and beyond
- A strong communication plan will act as the project's 'brand guidelines', dictating how partners must represent the project in any public materials they produce and what this will include, taking into account targeted events and groups

2.2 ProCancer-I Key messages

To fulfill the strategy and the objectives of the ProCancer-I project, the messages must be:

- Simple
- Clear
- Easily understandable
- Use of appropriate language for the target audience

New and well-focused ideas and messages are also very important, and they should entail the key elements of the project. Messages are updated throughout the project following its progress and reviewed periodically.

2.3 ProCancer-I Target Groups

Within the ProCancer-I context, the key groups, organisations and individuals are being identified. We have identified some of the different groups that would and could be interested in the use of the results of the projects and in the re-use of the knowledge acquired. Initially we concentrated most of our efforts on specific, closely related Target Groups and Stakeholders with interest in the results of the project and we will then widen our efforts.

- **Healthcare providers: Healthcare professionals and facilities:** Radiologists, Urologists, Oncologists involved in the treatment of cancer patients, as well as hospitals and clinics
- **Health Authorities:** Healthcare systems
- **Regulatory Authorities and Standardization Bodies**
- **Education & research organisations:** Universities, Academic and Educational Associations, Research Centers, Professional and Scientific Organizations
- **IT experts in Artificial Intelligence and Machine Learning Modelling, Data Repositories and Cloud Infrastructure, Clinical Decision Support Systems, and Image Analysis**
- **Industry:** Health-related software, application and service providers, OpenSource Community and Platforms, Patient/Data Registry Organisations, Pharmaceutical companies, Imaging Vendors,
- **Various financial providers/beneficiaries:** Insurance companies, Charities, Foundations
- **Patients as end beneficiaries:** Cancer patients, patient societies and advocates / professional groups, patient family members and friends (patient caregivers)
- **ProCancer-I Partners**
- **Other Stakeholders:** SMEs, Startups, etc

During the first 6 months, the Target Groups were further analysed and defined for each country to identify specific organisations, groups and even persons to which the different messages, events, notifications, etc will be provided concerning the different activities of the project. This way a distribution list was created, which is constantly updated and used for different dissemination activities according to the context of each activity.

2.4 Channels for Communication

The channels used to convey the message to target groups are different according not only to the target group but also to the information published.

A range of different communication and dissemination channels and tools are used to ensure the highest visibility of the project progress and its results:

- Scientific and technical results are disseminated via peer-reviewed papers or papers presented at specialised conferences and journals

- Software results and demonstrations will be presented through the organisation of five Special Workshops organised by the ProCancer-I project and/or any other presentation or special event opportunity that may arise.
- General Communication tools like web presence, social media, leaflets, newsletter, etc that are adapted accordingly.
- Web site: a strong and highly visible web presence has been set up from the beginning of the project and is constantly updated.

3 Communication Activities

3.1 Project Identity

3.1.1 Project logo

In order to make the project name recognisable and memorable, a strong logo was created. Discussions were held with the Project Coordinator and it was agreed that the logo should be simple, as well as easily read from a distance, or whilst small (such as on flyers).



Figure 1 ProCancer-I Logo

The logo was prepared during the submission phase of the proposal.

This logo therefore became the official emblem of the project, and subsequent design and branding were themed around this style and colour.

High-resolution versions of the logo are available from the official website of the project.

3.1.2 Project colours

Based on the colours of the official logo, the project colours are now blue and, as per the RGB decimals below:











| Type | RGB Decimal | Visual | Hexadecimal | Name |
|---------------|---------------------|---|-------------|------------------|
| Dark blue: | RGB (28, 40, 65) |  | #0D2340 | Blue Zodiac |
| Vivid blue: | RGB (73, 116, 163) |  | #2675A6 | Jelly Bean |
| Light blue: | RGB (81, 130, 163) |  | #2983A6 | Jelly Bean (alt) |
| Green: | RGB (79, 139, 127) |  | #038C7F | Observatory |
| Almost black: | RGB (21, 21, 21) |  | #0D0D0D | Cod Gray |
| Darker gray: | RGB (100, 100, 100) |  | #646464 | Dove Gray |
| Dark gray: | RGB (133, 133, 133) |  | #858585 | Gray |
| Gray: | RGB (166, 166, 166) |  | #A6A6A6 | Silver Chalice |
| Light gray: | RGB (199, 199, 199) |  | #C7C7C7 | Silver |
| Bright gray: | RGB (231, 231, 231) |  | #E8E8E8 | Mercury |

Figure 2 ProCancer-I preferred color coding.



Figure 3 ProCancer-I preferred colors.

Partners should use these colours if they are designing any dissemination material to publicly represent the project.

3.1.3 Project typeface

Calibri has been selected as the project's logo primary typeface, and it is proposed to be used for promotional materials, presentations, headers and other dissemination material produced by the consortium.

Calibri is a sans-serif typeface family that has replaced Times New Roman font as the default typeface in Microsoft Word and has also replaced Arial font as the default in PowerPoint, Excel, Outlook, and WordPad. Calibri is part of the ClearType Font Collection, a suite of fonts from various designers released with Windows Vista.

3.1.4 Project Templates

FORTH has designed templates to use for various cases while preserving the visual identity of the project as described above. All templates have been uploaded to the file repository of the project so that they are accessible by all partners. The templates that have been uploaded are doc templates for deliverables, Interim Reports, Minutes, a simple Word template and a PowerPoint template for presentations. The templates will contribute to the strong branding of the project and give all communication a more professional and trustable look.

The templates have been included to project Deliverable D1.4.

3.2 Formal Requirements

3.2.1 Logos

The project logo should be used on any European Platform presentation, publication, and promotional material.

In addition to the project logo, the European Commission requires that the logo of the **European Commission** be used on any project material.

High-resolution logos can be found here:
European Flag¹:



There is no logo for Horizon 2020.

In line with the European Commission's policy on corporate visual identity, Horizon 2020 will always be promoted as a verbal brand, meaning no "visual mark" or logotype. When Horizon 2020 is promoted by beneficiaries and other third parties, the European flag ([history and downloads](#)) can be used in conjunction with the words "Horizon 2020"².

3.2.2 Acknowledgement Statement

The following acknowledgement must be added when a partner mentions the project (in any publication, report, article, etc.):

The research leading to these results has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 952159 (ProCancer-I).

3.2.3 Disclaimer

A disclaimer excluding the Commission responsibility, i.e.:

This presentation reflects the authors' view. The Commission is not responsible for any use that may be made of the information it contains.

3.3 Internal Communication

Continuous internal communication is just as important as external visibility to the success of the project. It should allow partners to:

- Keep track of project-related decisions and action points
- Communicate the role and responsibility of each project participant
- Communicate on WP progress
- Disseminate the right level of information to project participants
- Communicate on any achievements, news, highlights among the partners

Among others, this will also give the opportunity for partners to inform other partners about courses, seminars, news within their organisations, and promote the flow of information.

To this end, we have decided to prepare and circulate an internal (consortium) monthly newsletter, in form of a mail, with all the past and upcoming news within the last month, including information from all aspects of the project implementation: administrative, scientific, clinical, legal, technical,

¹ <http://europa.eu/about-eu/basic-information/symbols/flag/>

² <https://ec.europa.eu/programmes/horizon2020/en/content/will-horizon-2020-have-logo-and-or-visual-identity-which-easy-reproduce>

dissemination etc. Our first internal newsletter has already been sent out in the mid of March, and accordingly the next “Consortium News” will follow.



Figure 4 ProCancer-I Consortium News

3.3.1 Mailing lists

For optimal communication among partners, mailing lists for each work package have been set up, along with some more specific mailing lists (e.g., Project Management Board, Scientific and Technical Committee, Anonymization etc.). The mailing lists are administered and maintained by FORTH and specifically by

- Chara Mavromati, mavromati@ics.forth.gr
- Ioannis Karatzanis, karatza@ics.forth.gr and
- Theano Apostolidi, apost@ics.forth.gr

E-mail Etiquette: In the subject of the e-mail the name of the project “ProCancer-I” should be at the beginning, followed by a more specific description of the issue discussed.

All Partners should also pay attention to the file size of the mails (max 7Mb) so that everybody receives the information required.

3.3.2 CBMLChat

FORTH has established an infrastructure that is used as the central communication hub of the ProCancer-I project, the CBMLChat. The CBMLChat is a communication hub/platform and part of the services provided by the private cloud infrastructure located at the premises of FORTH, in Heraklion Crete, which is maintained with full compliance with GDPR provisions. This tool is used to support internal communication, with more structured documentation of discussions and teamwork. Instructions and a detailed User Guide on the tool have also been created and distributed to the partners

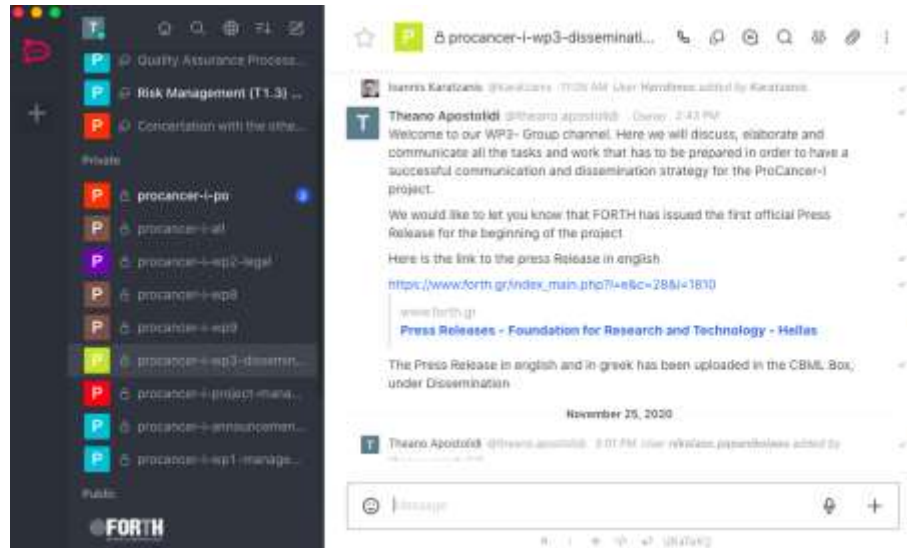


Figure 5 ProCancer-I CBMLChat screenshot

3.3.3 Internal file repository (CBMLBox)

For better internal communication, FORTH has established a private cloud infrastructure located at the premises of FORTH. This infrastructure is used as the central, shared repository for all documents, deliverables, presentations, etc of the ProCancer-I project. All relevant project information and documentation is stored in this file repository, where all partners have access to upload and download documents for better communication and uniformity of the project's messages.

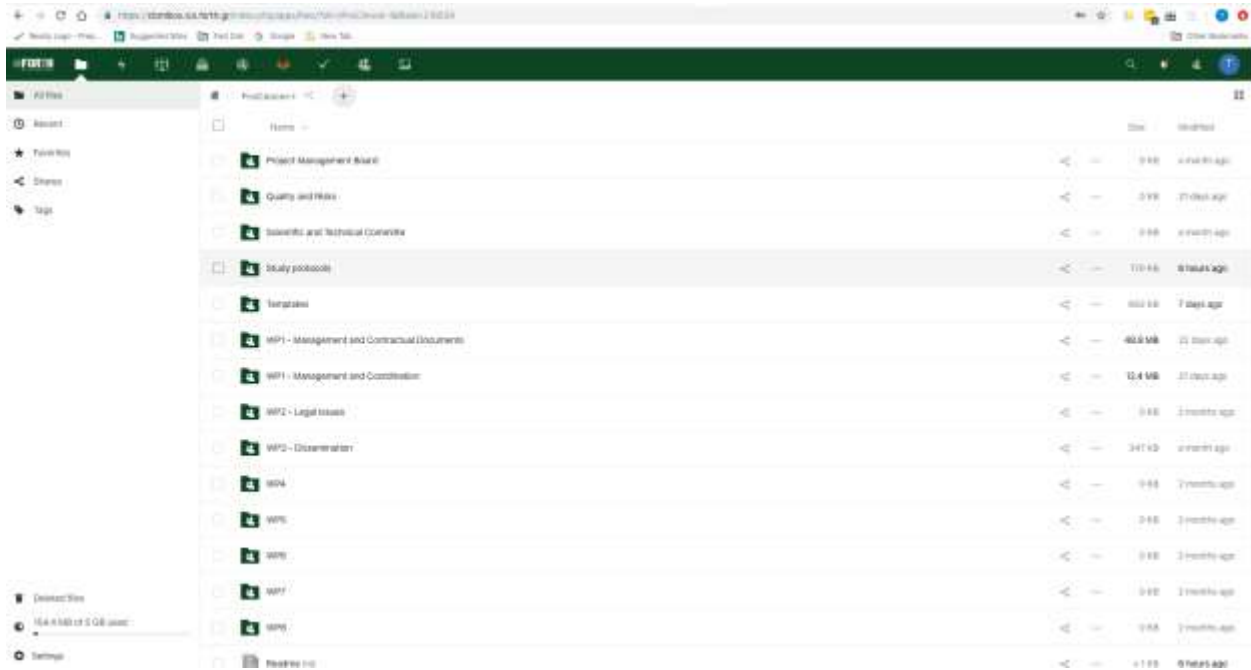


Figure 6 ProCancer-I private space, CBMLBox repository

3.3.4 Teleconference solutions (Zoom tool)

Apart from asynchronous communication among the partners using the mailing lists, the scheduled teleconferences are taking part using the collaborative cloud-based video and web conferencing products of the Zoom Video Communications, Inc (aka Zoom), shown in Figure 7. The solutions provided by Zoom permit HD Video and Audio conferences, as they are platform-independent and unrestrictive from the back-end infrastructure. The tools enhance partner's collaboration through synchronized screen and file-sharing capabilities in a secure and productive way.



Figure 7 The zoom login page

All partners can schedule meetings via Zoom for the project's needs, only by notifying our support team (karatzan@ics.forth.gr) to reserve the virtual room for the appropriate date and time, even if FORTH is not invited/involved in the Meeting.

3.4 Communication tools

3.4.1 Contribution by the partners

UNIPI, as the leader of the Communication Roadmap, and FORTH as Leader of Work Package 3 for the Communication and Dissemination of the project, are responsible for the overall coordination of the communication activities, however each partner also has a responsibility to contribute to these activities.

Partners are requested to:

- Identify and inform UNIFI and FORTH about dissemination and new communication opportunities and activities (e.g. events, press articles, etc.);
- Contribute content like news, achievements, activities, events, publications, website posts, Social Media posts, Newsletters, etc;
- Contribute content and virility to all social media tools, and involve their members
- Help to promote and organise special ProCancer-I events;
- Involve the press/communication officers at their organisations

All internal and external information to be published is sent via e-mails or by using the template provided in Annex II, and uploaded in the CBMLBox, to Chara Mavromati, mavromati@ics.forth.gr, and Theano Apostolidi (apost@ics.forth.gr). This material will then be shared across the public project spaces (newsletter, website, social media) in a harmonized way.

3.4.2 Website

The project website is the main hub for information throughout its lifetime: news, achievements and updates on events all reported here. It holds all public information (e.g. general information on the project, activities and consortium partners, public deliverables and achievements), hosts key results, and offers added-value services (e.g. RSS feed, newsletter, signpost to other news/ events/ related EU projects), link to the project's social media feeds to create a joined-up communications environment and/or other communication options facilitating the sharing and requesting of information amongst the project partners, stakeholders and wider public.

The website is constantly updated since its initial development at the beginning of the project lifetime. All partners are requested to be involved in the update of the website with new suggestions and material. For increasing the visibility of the project, all ProCancer-I partners are contributing to driving traffic to the website.

The project news section includes important updates and highlights concerning the project, including publications, events, achievements, project newsletters and news from related projects. News must be of a nature that may be of interest to the public audience, and not be confidential. Partners are highly encouraged to contribute to information that can be presented in this section.

At the top of the website's Homepage, important and high-impact events, achievements and news are published, to distinguish and be taken into account.

Also, at the right sidebar of all pages, the latest 6 news and tweets are visible, in order to attract interest and keep all interested stakeholders informed.



Figure 8 ProCancer-I website homepage

All partners are utilising their social media platforms and websites to promote news items, videos and newsletters on www.procancer-i.eu. Direct URLs to the site are used. In addition, the website is linked with the official websites of the consortium members.

3.4.2.1 Website Visit Results up to now

As the Google Analytics show, from the beginning of the project we have had 1.924 new users visiting the ProCancer-I site and on average their session lasted more than 2 minutes. On total, the page views reached 6.750 and we had 13.7% returning visitors. We can also see that the website has everyday more than 50 visits. (Figure 9)



Figure 9 ProCancer-I website Google Analytics

3.4.3 Social Media

Social Media Accounts have been set up for the project in **Facebook, Twitter and LinkedIn.**

All social media channels are updated regularly to attract visitors, raise awareness about the project and inform any interested parties on the news and progress of the project and its results. Usually there are 1-2 new posts per week and there is a clear tendency to try to direct followers to the main project website, where anyone can find more information about the project and its results.

All partners are promoting news content and public information for the ProCancer-I project using their own social media channels and they are also contributing to the content for dissemination.

Also, the Social Media Tools are linked with the partners' Social Media accounts and with specific relative projects.

These social media accounts are presented below with their results up to now:

Facebook Account:

Page: ProCancer-I EU project

User name: @ProCancer.I



Figure 10 Screenshot from the ProCancer-I Facebook page and Facebook metrics

Twitter Account:

Name: ProCancer-I

User Name: @ProCancer_

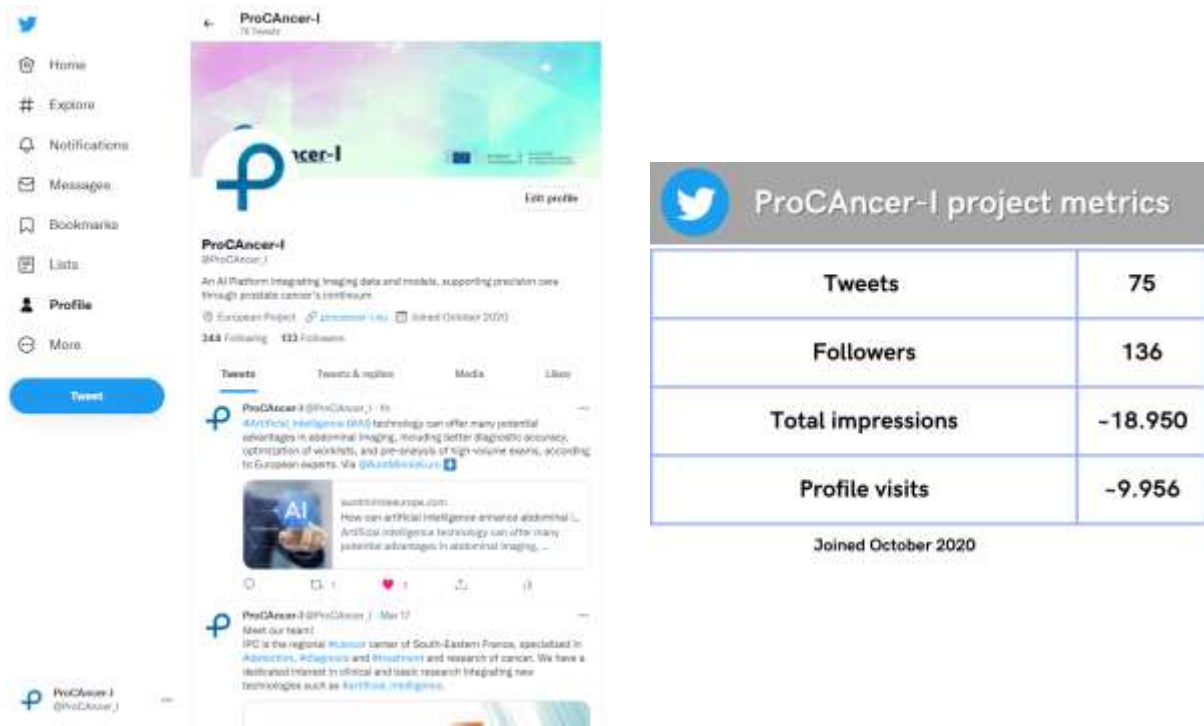


Figure 11 Screenshot from ProCancer-I twitter account and twitter metrics

LinkedIn Account:

Name: ProCancer-I project

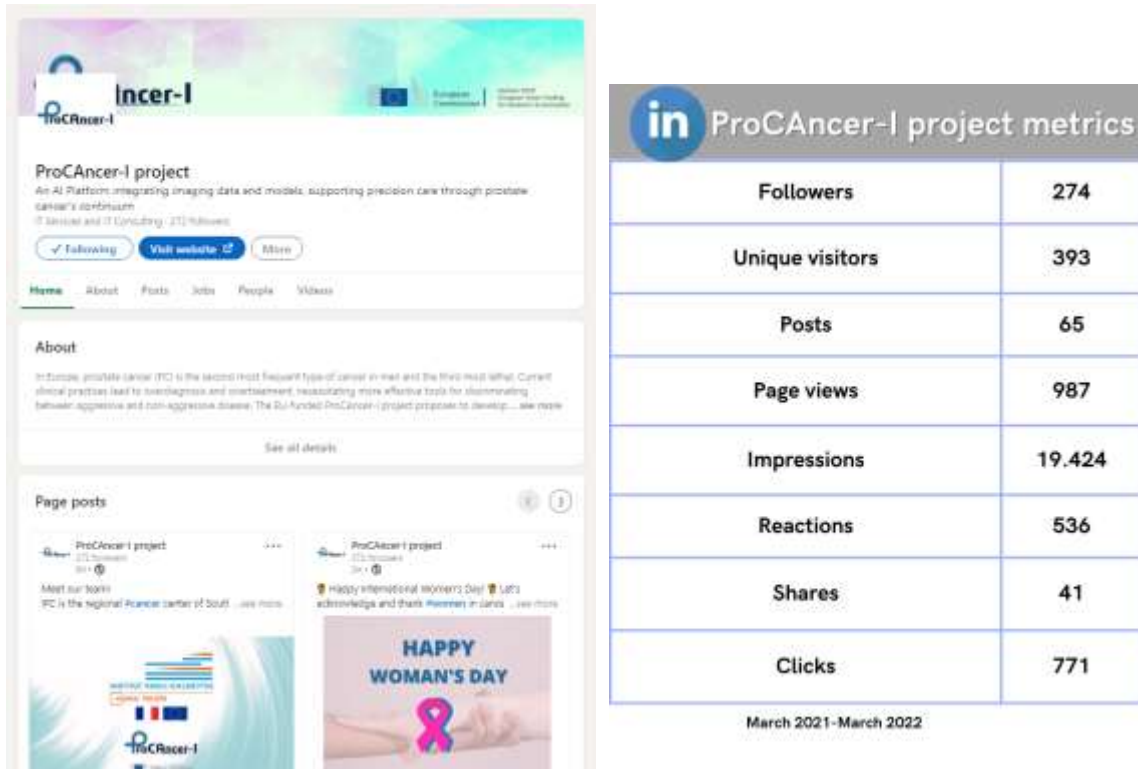


Figure 12 Screenshot from ProCancer-I LinkedIn page and metrics

3.5 Other Communication Tools

A plethora of communication channels and tools are exploited to ensure broad dissemination of project results to the different target groups. All partners are trying to make use of them, according to the different needs of the audience, target groups, timing, etc.

3.5.1 Promotional Material

A threefold leaflet has been designed and printed. Aim of the leaflet is to inform the scientific and clinical community about the project. The leaflets will be handed out at our ProCancer-I Special Events and at large conferences with physical presence (depending on the pandemic).

The material is produced in both digital and printed form and is uploaded in the CBMLBox so that all partners can have access to it and use it. It is also uploaded on the website.



Figure 13 ProCancer-I leaflet

A banner and a poster for the project have also been prepared to create a recognisable and memorable identity for the project, and to be used during various events. The banner is also produced in both digital and printed form and is uploaded in the CBMLBox so that all partners can have access to it and use it and adjust it to the needs of every event.



Figure 14 ProCancer-I Banner



Figure 15 ProCancer-I poster

HACETTEPE prepared a flyer for the promotion of the project, and they distributed it at the National Congress for Urogenital and abdominal doctors. They have also sent it out to the genitourinary working group in Turkish Society of Radiology for wider communication of the project

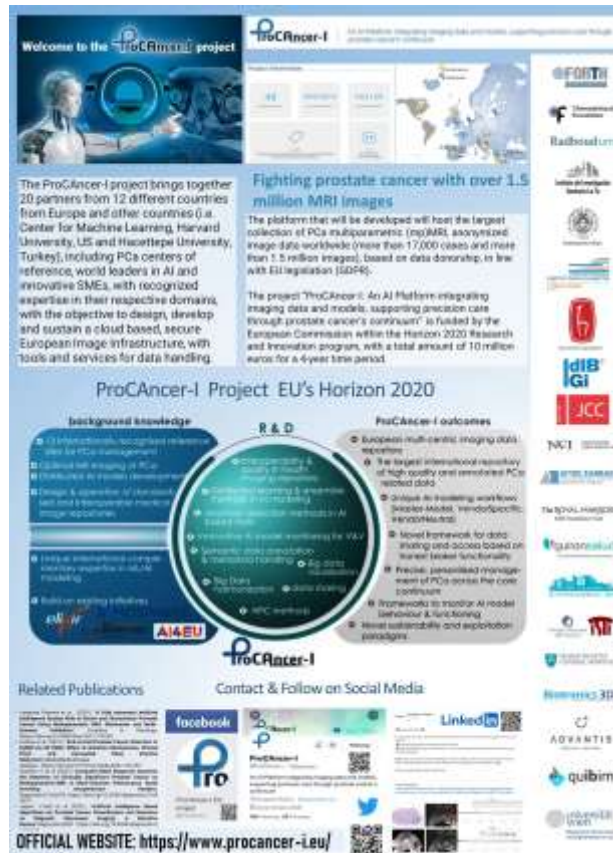


Figure 16 HACETTEPE promotional poster

3.5.2 Promotional Videos

The first promotional video for presenting the project and its vision has been developed. The video can be found in the link <https://cbmlbox.ics.forth.gr/index.php/apps/files/?dir=/ProCancer-I/WP3%20-%20Dissemination/Videos&fileid=425932> and has been communicated to all partners. It is also uploaded in the CBMLBox for all partners.



Figure 17 Screenshot from the ProCancer-I video

Prof Daniele Regge and his research group have also produced an informative video “How could AI improve prostate cancer diagnosis”, explaining AI application to prostate MRI imaging. The [Video](#) can be found at our site, and in the CBMLBox for all partners.

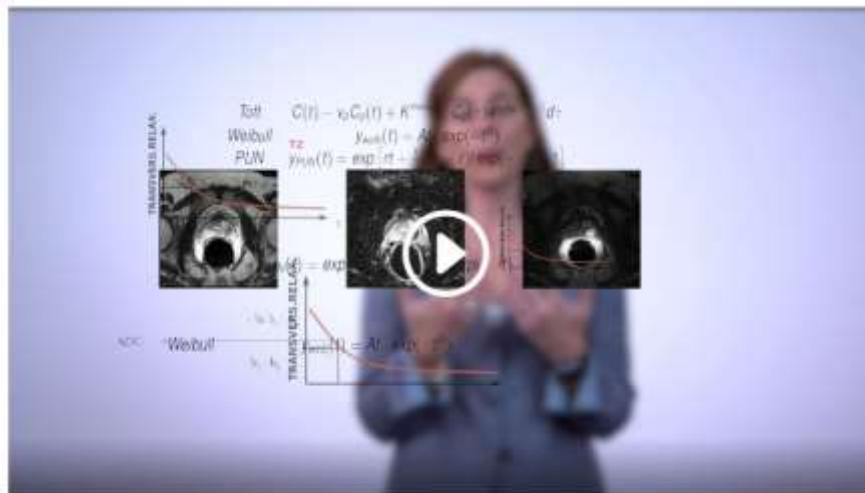


Figure 18 Video Screenshot

Once the software tools and platform have been developed, more specific and technical promotional videos for the project and the tools will be produced to showcase the project’s potential and that of the products and innovations that have been created.

4 Dissemination Activities

4.1 Press Release

FORTH partner prepared the first Press Release for the beginning of the project, which was published in Greek and uploaded in the CBMLBox in Greek and English versions. Many partners also sent Press Releases. This was also presented in the relevant deliverable D3.1.

More Press Releases will follow according to the implementation and the results of the project.

Partners will send back information and links on any coverage they generate.

4.2 Newsletters

So far we have published two newsletters and in April the 3rd Newsletter will be published. All newsletters are published in the site (News – Newsletter section) and are downloadable. The newsletters have been sent by email to the consortium members and shared on the Social Media project accounts, in order to be easily communicated. They were also sent out to identified Stakeholders (organisations, groups, individuals), according to the Distribution List and to individuals which sign up to receive the newsletter via the project website.

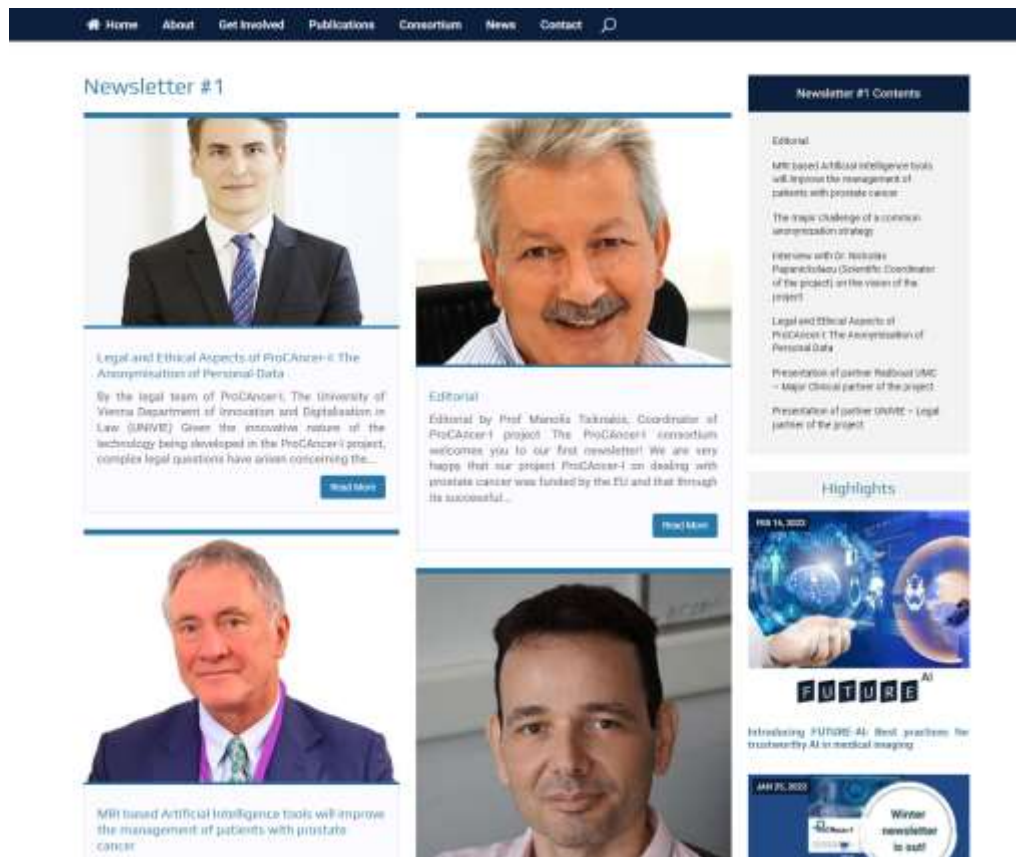


Figure 19 Screenshot from Newsletter #1

<https://www.procancer-i.eu/category/newsletter-1/>



Figure 20 Screenshot from Newsletter #2

https://www.procancer-i.eu/wp-content/uploads/2022/01/ProCancer-I_Newsletter_2.pdf

4.3 Events and presentations

4.3.1 Special ProCancer-I Events

In order to facilitate the wider dissemination of the project's results, the ProCancer-I Consortium plans to co-organise dedicated Workshops/ Special Events at key clinical sites, i.e. FPO, FCHAMPALIMAUD, Radboudumc, HULAFE and UNIPI, possibly collocated with international well known conferences. The consortium hopes that this plan will not be seriously affected by the present COVID-19 restrictions throughout the project lifetime. If the situation continues, ProCancer-I will explore virtual meetings for the organization of the proposed events.

Up to now the opening event, that was supposed to take place on month 15 (December 2020), aiming to inform key stakeholders and potential project users, in order to generate early interest has been

postponed due to various factors like the pandemic and the lack of relative international conferences organised as physical meetings. Initially, it was decided to collocate the ProCancer-I Event with the ECR Congress in March 2022 in Vienna, but as the event changed to Virtual, the organisers proposed to have the ProCancer-I Event in July in Vienna which will be a physical meeting. Now we are discussing the details, for organizing a Special Session in July 13-17/7.



ECR 2022 – Two events in 2022

Due to the developing epidemiological situation in Austria, Europe and the rest of the world at this time, the ESR has made the decision to organise the ECR on March 2-6 as an online-only event and to hold a full onsite ECR in July in Vienna. The onsite congress will now take place on July 13-17, enabling us to hold the event under the most favourable conditions to ensure a safe and secure meeting for all participants.

ECR 2022 Overture on March 2-6, 2022

This event featured a series of trailer sessions offering a glimpse of some of the biggest highlights to be held at ECR 2022. These trailer sessions were held alongside an exciting scientific and educational programme, a studio dedicated to interventional education and technology, and a small onsite element where leading figures in radiology and industry partners gave talks. The event is now available on-demand on ESR Connect.

ECR 2022 on July 13-17, 2022

This will mark the proper return to a congress in Vienna that nobody has been anticipating. This event will be fully onsite, streamed online and offer CME credits. Our SMART congress will deliver an ECR experience like no other, with a highly multidisciplinary programme, exciting summer social events, and a buzzing industry exhibition that will absolutely be worth the wait.

Figure 21 Screenshot from the ECR 2022 website (myesr.org)

As the pandemic is “fading out” and the project’s results are increasing the consortium believes that the most optimum time for the 2nd ProCancer-I Event will be held between M26-M28, in order to achieve the maximum of the dissemination activities and increase the visibility of the project since we will be able to present the first version of the deep learning master models, and receive initial feedback from the first version of the ProCancer-I platform (ProstateNet).

4.3.2 AI Challenge Events (AI Hackathon)

In parallel with the last two Special ProCancer-I Events, two AI Challenges (AI Hackathons) will be organized by the project, inviting the community (research and medical) and related stakeholders to exploit the rich and high-quality datasets available within the project repository for AI model development challenge.

4.3.3 Events and Presentations

Apart from the Special ProCancer-I events, all partners are seeking opportunities to actively present the project and the project results to the research and clinical communities by participating in international events, and possibly by organizing special workshops (co-location) as dissemination events that coincide with international events (possibly within the context of the workshops to be organized), aiming to increase the visibility and exposure for the project.

Participation in various events, (including Conferences, Meetings, Workshops, Presentations Invited Talks, Exhibitions, etc) will be performed by all project partners, but they will differ according to the nature of the partners. The industrial partners will approach relevant industry-sectors, as well as their distributors and client networks, while the academic and research partners will focus on disseminating the project results towards research institutes and universities across Europe, and the clinical partners will focus on disseminating the project results towards clinicians and patient organisations across Europe.

Some of the events that have been already organised and partners have participated are following:

- Virtual Conference on Prostate Cancer, by the the EBU-EAU certified host centre for Prostate cancer from the Oncourology Department of the National Cancer Institute (Lithuania), on February 22-24, 2021. During the Conference the ProCancer-I by Dr. J. Ušinskienė during his lecture “European consensus on imaging in prostate cancer” was presented to urologists, radiologists, medical oncologists, radiation oncologist and researchers of the organisation.



Figure 22 Screenshot from the Conference in Lithuania

- March Webinar of ICIS (International Cancer Imaging Society): A lecture hosted by Dr. Nikolaos Papanikolaou and Dr Maarten de Rooij on “Demystifying AI in Cancer Imaging”. The Lecture was hosted on March 11th, 2021 at 13.00 WET.

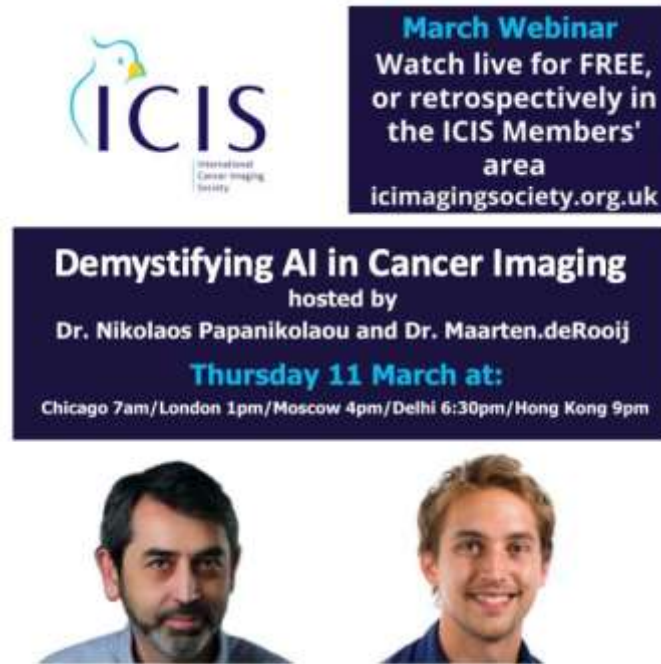


Figure 23 Screenshot from the March Webinar

- Presentation “Developing Artificial Intelligence Tools for Cancer Management” by Prof. D. Fotiadis (FORTH) at the session “Image-guided clinical practice” of the symposium on AI and Medicine: Promises and Limits organized by the French National Academy of Medicine, the MIT and the Health Data Hub on 5/5/2021.



Figure 24 Screenshot from the Presentation at the Symposium

- “Health Informatics in the Covid-19 period”, Virtual Conference (Greece), 15-16 June, 2021, ProCancer-I project presentation in the section Greece’s presence in European digital innovation actions, by Dr. Nickolas Papanikolaou.



Figure 25 Screenshot from the Health IT Conference

- “Big data and artificial intelligence in cancer imaging” workshop organized during IEEE BHI – BSN 2021, Virtual Conference, 27-30 July 2021, by Prof. Tsiknakis. The vision, principles and challenges of the project were presented during the first joint dissemination action of the four H2020 projects. These projects are funded under the same Action Line: AI for Health Imaging (Call: H2020-SC1-FA-DTS-2019-1): CHAIMELEON, EuCanImage and INCISIVE



Figure 26 Screenshot from the BHI-BSN 2021 Workshop

- “How artificial intelligence can help fight cancer”, European Researchers Night, Turin, 25 September, 2021

Really glad that our team in #Turin participated in the The European Researchers Night on the 25th September. It was an excellent opportunity to share how #artificial_intelligence can help fight cancer. We also presented the @ProCancer-I european project and more!

La Notte Europea dei Ricercatori a Torino il 25 Settembre è un'ottima occasione per raccontare al pubblico come l'intelligenza artificiale può aiutare a combattere il cancro. Noi ci saremo con il progetto europ... See more

See Translation



Figure 27 Screenshot from the Researcher night Event in Turin

- “Multiparametric MRI of the prostate for PI-RADS and the ProCancer-I project”, Online Lecture by Sherif Mohsen Shalaby, University of Pisa, 20 September, 2021

Multiparametric MRI of the prostate for PI-RADS 2.1

Dr. Sherif M. Shalaby, MBBCh, FRCR, MSc, MScOI

Consultant Radiologist
AI Clinical Consultant & Researcher

roCancer-I Università di Pisa

Multiparametric MRI of the prostate for PI-RADS Classification and the ProCancer-I project

Published on: October 14, 2021
Categories: News

Figure 28 Screenshot from online lectures

- “Artificial Intelligence: a new age of radiology?”, Virtual Meeting by prof. Daniele Regge, University of Torino, 25 October, 2021

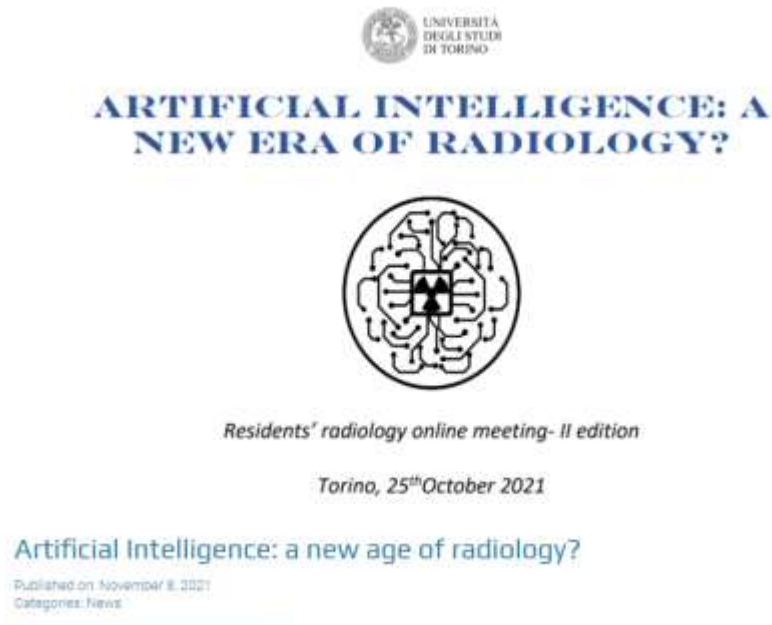


Figure 29 Screenshot from the virtual meeting in Torino

4.4 Papers published at Scientific Conferences and Journals

All partners are seeking to actively present scientific and clinical project results in international and peer-reviewed journals, according to the nature of the partners. Below are the papers that have been accepted and published:

- Michela Gabelloni, Lorenzo Faggioni, Rita Borgheresi, Giuliana Restante, Jorge Shortrede, Lorenzo Tumminello, Camilla Scapicchio, Francesca Coppola, Dania Cioni, Ignacio Gómez-Rico, Luis Martí-Bonmatí, Emanuele Neri (2022), “**Bridging gaps between images and data: a systematic update on imaging biobanks**” – European Radiology <https://doi.org/10.1007/s00330-021-08431-6> . Online 10/01/2022
- Karim Lekadir, Richard Osuala, Catherine Gallin, Noussair Lazrak, Kaiser Kushibar, Gianna Tsakou, Susanna Aussó, Leonor Cerdá Alberich, Kostas Marias, Manolis Tsiknakis, Sara Colantonio, Nickolas Papanikolaou, Zohaib Salahuddin, Henry C Woodruff, Philippe Lambin, Luis Martí-Bonmatí (2021). **FUTURE-AI: Guiding Principles and Consensus Recommendations for Trustworthy Artificial Intelligence in Medical Imaging**. arXiv preprint arXiv:2109.09658.
- Ana Rodrigues, João Santinha, Bernardo Galvão, Celso Matos. Francisco M. Couto and Nickolas Papanikolaou (2021), “**Prediction of Prostate Cancer Disease Aggressiveness Using Bi-Parametric Mri Radiomics**” – Special Issue Radiomics/Radiogenomics in Cancer mdpi.com. Online 01/12/2021, <https://doi.org/10.3390/cancers13236065>
- Eugenia Mylona, Dimitris Zaridis, Nikolaos Tachos, Dimitrios Fotiadis, Kostas Marias and Manolis Tsiknakis (2021), “**A Deep Learning-based Cropping Technique to Improve Segmentation of Prostate’s Peripheral Zone**” – 21st IEEE International Conference on

Bioinformatics and BioEngineering October 25-27, 2021, Kragujevac, Serbia -**BEST STUDENT AWARD**

- Daniela Condesso, Henrique Rodrigues, João Abrantes, João C. Costa (2021), RP Case Report nº 22: What is your diagnosis? **“Case Report Quiz – Use of an MRI guided in-bore biopsy system for higher rates of cancer detection with real-time feedback with needle placement in the MRI system.”**, Vol. 33 No. 1 (2021): Acta Radiológica Portuguesa, <https://doi.org/10.25748/arp.24450>
- Daniela Condesso, Henrique Rodrigues, João Abrantes, João C. Costa (2021), ARP Case Report nº 22: Apical Anterior Prostate Lesion **“Case Report Description – Use of an MRI guided in-bore biopsy system for higher rates of cancer detection with real-time feedback with needle placement in the MRI system”**, Vol. 33 No. 2 (2021): Acta Radiológica Portuguesa, <https://doi.org/10.25748/arp.25402>
- Anindo Saha, Joeran Bosma, Jasper Linmans, Matin Hosseinzadeh, Henkjan Huisman (2021), **“Anatomical and Diagnostic Bayesian Segmentation in Prostate MRI —Should Different Clinical Objectives Mandate Different Loss Functions?”**, Medical Imaging Meets NeurIPS Workshop at 35th Conference on Neural Information Processing Systems (NeurIPS).
- Valentina Giannini, Simone Mazzetti, Arianna Defeudis, Giuseppe Stranieri, Marco Calandri, Enrico Bollito, Martino Bosco, Francesco Porpiglia, Matteo Manfredi, Agostino De Pascale, Andrea Veltri, Filippo Russo and Daniele Regge (2021), **“A Fully Automatic Artificial Intelligence System Able to Detect and Characterize Prostate Cancer Using Multiparametric MRI: Multicenter and Multi-Scanner Validation”**, Frontiers in Oncology, Online 01/10/2021. <https://doi.org/10.3389/fonc.2021.718155>
- Scapicchio, C., Gabelloni, M., Barucci, A. et al (2021), **“A deep look into radiomics”**. La radiologia medica – Official Journal of the Italian Society of Medical and Interventional Radiology, Online 02/07/2021. <https://doi.org/10.1007/s11547-021-01389-x>
- A. Saha, M. Hosseinzadeh, H. Huisman (2021), **“End-to-End Prostate Cancer Detection in bpMRI via 3D CNNs: Effect of Attention Mechanisms, Clinical Priors and Decoupled False Positive Reduction”**, MedIA: Medical Image Analysis, Online 29/06/2021. <https://doi.org/10.1016/j.media.2021.102155>
- Giannini, V., Mazzetti, S., Cappello, G., Doronzio, V. M., Vassallo, L., Russo, F., Giacobbe, A., Muto, G., & Regge, D. (2021). **Computer-Aided Diagnosis Improves the Detection of Clinically Significant Prostate Cancer on Multiparametric-MRI: A Multi-Observer Performance Study Involving Inexperienced Readers**. Diagnostics (Basel, Switzerland), 11(6), 973. <https://doi.org/10.3390/diagnostics11060973>
- A. Saha, M. Hosseinzadeh, H. Huisman (2020), **“Encoding Clinical Priors in 3D Convolutional Neural Networks for Prostate Cancer Detection in bpMRI”**, Medical Imaging Meets NeurIPS Workshop – 34th Conference on Neural Information Processing Systems (NeurIPS), Vancouver, Canada.
- Jasper J.Twilt, Kicky G. van Leeuwen, Henkjan J. Huisman, Jurgen J. Fütterer and Maarten de Rooij (2021), **“Artificial Intelligence Based Algorithms for Prostate Cancer Classification and Detection on Magnetic Resonance Imaging: A Narrative Review”**, *Diagnostics* 2021. Online 26 /05/2021. <https://doi.org/10.3390/diagnostics11060959>

- Haridimos Kondylakis, Stelios Sfakianakis, Varvara Kalokyri, Alexandros Kanterakis, Lefteris Koumakis, Eugenia Mylona, Nikolaos Tachos, Dimitrios Fotiadis, Kostas Marias, Manolis Tsiknakis (2022), “AI Passport –Traceability for Trustworthy AI”, accepted EMBC 2022, 11-15/7/22, Glasgow.
- Haridimos Kondylakis, Stelios Sfakianakis, Varvara Kalokyri, Nikolaos Tachos, Dimitrios Fotiadis, Kostas Marias, Manolis Tsiknakis (2022), Data Ingestion for AI in Prostate Cancer, accepted MIE2022, 27-30/5/22, Nice

4.5 Interviews and Articles

All project partners are making every effort and are using a variety of means to promote and to communicate the objectives of the project and, thus, increase its impact. They are seeking for opportunities to publish articles and give interviews in local/national Mass Media. They are trying to promote the scientific, clinical and technological knowledge and methodologies to reach all interested audiences, general and scientific. To this end, scientific and simplified articles will be prepared that will achieve wider acceptance and understanding of the project's goals.

Some of the articles and interviews that have already taken place are following:

- “Fighting Prostate cancer with over 1.5 million MRI images”, by Dr Nickolas Papanikolaou, 03/12/2020, published on healthcare-in-europe.com



Figure 30 Screenshot from the interview healthcare-in-europe.com

- “Ελπίδα από Έλληνες επιστήμονες για τον καρκίνο του προστάτη”, by Prof. Tsiknakis. 14/01/2021 published on dimokratia.gr. An Interview of Prof Tsiknakis at the **Greek newspaper “Democracy”**, presenting the project and its expected impact.

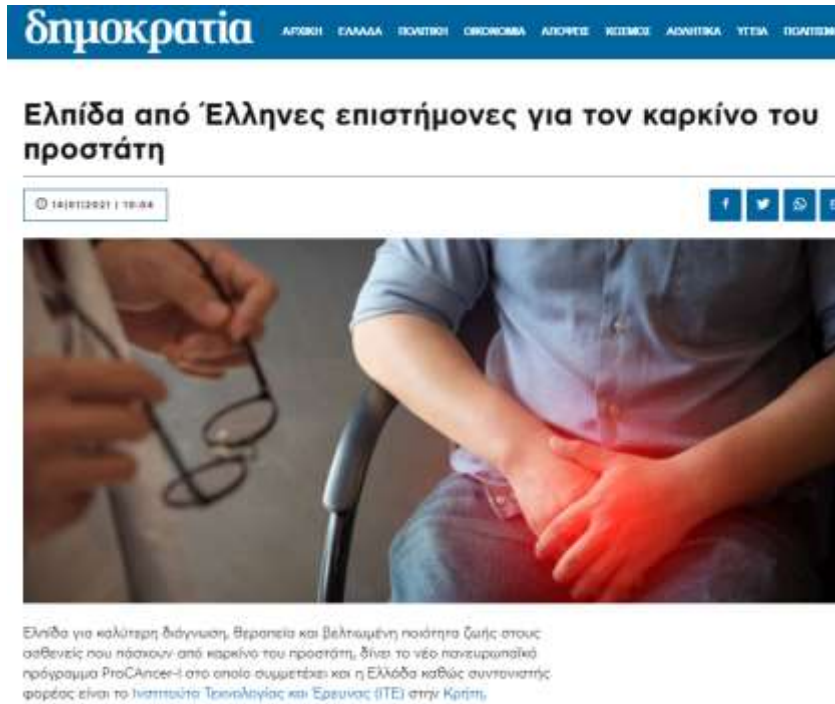


Figure 31 Screenshot from the interview

- Emily Johnson and Max Königseder discuss the legal challenges of the ProCancer-I Project in the *Ars Aequi Podcast Series* from UNIVIE.



Figure 32 Video Screenshot from the podcast

- “Anonymous? Estimating the Risk of Re-identification Within the ProCancer-I Health Data Sets” by Emily Johnson and Theresa Henne



Figure 33 Screenshot from the article

- Also, two interviews are being prepared for the Prostate Cancer Podcast: Interviews with patients, doctors & campaigners of The Focal Therapy Clinic, concerning AI involvement in prostate cancer MRI imaging. These interviews are directed to the wider audience and patients with prostate cancer. The interviews will be conducted by Clare Delmar with Dr Nickolas Papanikolaou (Scientific Coordinator) and Prof Daniele Regge (Clinical Coordinator), and will be shortly published at <https://www.thefocaltherapyclinic.co.uk/prostate-cancer-podcast/>.

4.6 Interactions and Concertation with other projects and initiatives

4.6.1 Concertation with other projects of the same Call : The FUTURE AI INITIATIVE

ProCancer-I is actively participating in a concertation activity between the funded projects in the context of the H2020-SC1-FA-DTS-2019-1: AI for Health Imaging call of H2020. The Project Management Board saw from the beginning significant benefits and added value in collaborating with the other three funded projects, i.e. EuCanImage, INCISIVE and CHAIMELEON, as well as the PRIMAGE project funded by H2020-SC1-DTH-07-2018. All five projects share the same vision, principles and challenges in several domains, and especially in Metadata, Annotation, Communication and Dissemination, AI Validation, Data Storage/ Curation/ Management, Clinical, AI Development, Ethical and legal Interoperability. Dedicated Working Groups in these areas have been established, in which ProCancer-I experts are wholeheartedly participating.



Figure 34 Screenshot from the FUTURE-AI website

To this end, the FUTURE AI INITIATIVE has been formed in order to start collaborating more intensely and exchange best practices, experiences and knowledge on specific issues to be solved. As a result of this collaboration, a site for the initiative has been set-up at <https://future-ai.eu/>, and the first three papers have been published:

- **FUTURE-AI: Guiding Principles and Consensus Recommendations for Trustworthy Artificial Intelligence in Medical Imaging** by Karim Lekadir, Richard Osuala, Catherine Gallin, Noussair Lazrak, Kaisar Kushibar, Gianna Tsakou, Susanna Aussó, Leonor Cerdá Alberich, Kostas Marias, Manolis Tsiknakis, Sara Colantonio, Nickolas Papanikolaou, Zohaib Salahuddin, Henry C Woodruff, Philippe Lambin, Luis Martí-Bonmatí (September 2021). arXiv preprint arXiv:2109.09658.
- **Position of the AI for Health Imaging network on metadata models for imaging biobanks** by Haridimos Kondylakis, Varvara Kalokyri, Stelios Sfakianakis, Ana Jimenez-Pastor, Ignacio Blanquer, J. Damian Segrelles, Sergio López Huguet, Caroline Barelle, Magdalena Kogut-Czarkowska, Gianna Tsakou, Pedro Mallol, Leonor Cerdá Alberich, Karine Seymour, Samuel Boucher, Esther Ciarrocchi, accepted at European Radiology Experimental Journal
- **Considerations for Artificial Intelligence Clinical Impact in Oncologic Imaging: An AI4HI Position Paper** by Luis Marti-Bonmati, Dow-Mu Koh, Katrine Riklund, Maciej Bobowicz, Yiannis Roussakis, Joan C. Vilanova, Jurgen J. Fütterer, Jordi Rimola, Pedro Mallol, Gloria Ribas, Ana Miguel, Manolis Tsiknakis, Karim Lekadir, Gianna Tsakou

In addition one more is almost ready to be submitted

- **Data Infrastructures for AI in Medical Imaging: A report on the experiences of five EU projects** by Haridimos Kondylakis, Varvara Kalokyri, Stelios Sfakianakis, Ana Jimenez-Pastor, Ignacio Blanquer, J. Damian Segrelles, Sergio López Huguet, Caroline Barelle, Magdalena Kogut-Czarkowska, Gianna Tsakou, Pedro Mallol, Leonor Cerdá Alberich, Karine Seymour, Samuel Boucher, Esther Ciarrocchi, Journal of Biomedical Informatics

Apart from the published Papers, the initiative has started a very fruitful collaboration in dissemination and communication activities:

- The EuCanImage project, with Dissemination Leader the ESOI (European Society of Oncologic Imaging) invited all the members of the Initiative to participate at a Special Webinar for the EuCanImage project, entitles “Obstacles and Avenues for data sharing and AI in cancer Imaging on November 17th, 2021



- In the framework of the collaboration between the members of the Initiative, the Initiative was invited by the EU (HoU CNECT.H3) and participated at three Meetings:
 - on 25/2/2021 regarding “Activities on cancer and the Cancer Imaging Initiative”.
 - on 28/4/21 regarding Collaboration on AI and Cancer Imaging, in which also the GRP-AI and cancer imaging Team (EU-CNECT.A1 and A2) participated.
 - On 9/12/21 regarding “privacy-preserving mechanisms and data anonymisation for cancer images”
- The Initiative was also called to participate at the Webinar on Cancer Imaging Initiative (online) by the eHealth Stakeholder Group, on January 11th, 2022.

What are the opportunities and challenges of a common approach towards an EU cancer imaging infrastructure?

Published on 27/01/2022



- Finally, the Initiative will organize a miniSymposium on “Trustworthy AI in cancer research” within the IEEE-IMBC Conference in Glasgow during 11-15/7/22. Up to now, it has been decided that 2 speakers from ProCancer-I, namely Nikos Papanikolaou (FCHAMP) and Sara Colantino (CNR) will participate presenting the “AI Validation Work”

4.6.2 Collaboration with the PIONEER IMI project

The European AI ecosystem PIONEER (<https://prostate-pioneer.eu/>) is part of the Innovative Medicine Initiative’s (IMI’s) “Big Data for Better Outcomes” (BD4BO) umbrella programme. The ProCancer-I was contacted for collaboration by the imaging committee in PIONEER, as it is running for a few years and has collected a lot of clinical data on prostate cancer. The form of collaboration is still under consideration as various issues exist, but a taskforce has been established to study the issues, and a two way Confidential Disclosure Agreement has been signed.

4.6.3 Interaction between AI4EU and ProCancer-I

AI4EU seeks to develop a European AI ecosystem, bringing together the knowledge, algorithms, tools and resources available and making it a compelling solution for users. AI4EU will unify Europe’s Artificial Intelligence community. It will facilitate collective work in AI research, innovation and business in Europe, by sharing AI expertise, knowledge and tools with the Platform. AI4EU will make AI available to all.

4.6.4 Interaction between PRIMAGE and ProCancer-I

This project proposes an open cloud-based platform to support decision making in the clinical management of two pediatric cancers, Neuroblastoma (NB), the most frequent solid cancer of early childhood, and the Diffuse Intrinsic Pontine Glioma (DIPG) the leading cause of brain tumour-related death in children. The platform implements the latest advancement of in-silico imaging biomarkers and modelling of tumour growth towards a personalised diagnosis, prognosis and therapies follow-up. QUIBIM, HULAFE and UNIPI as key partners of the **PRIMAGE** consortium will bring their expertise in the field to ProCancer-I.

4.6.5 Interaction between CHAIMELEON and ProCancer-I

This project proposes an open cloud-based platform to support decision making in the clinical management of 4 different types of cancer, Lung cancer, Breast cancer, Rectal cancer and Prostate cancer. The platform will incorporate federated learning capabilities for the training of AI models, image quality harmonization AI algorithms, as well as data for all the clinical scenarios. QUIBIM, HULAFE and UNIPI as key partners of the CHAIMELEON consortium will bring their expertise in the field to ProCancer-I.

4.6.6 Interaction between FAIRplus and ProCancer-I

The FAIRplus³ project has been initiated with the aim to develop tools and guidelines for making life science data FAIR and has already developed guidelines, tools and metrics needed to make data Findable, Accessible, Interoperable and Reusable (FAIR). In ProCancer-I, in task 6.6 we will also be engaged with the FAIRification of radiomics and AI for enhanced, interoperable collaboration. All the results that are developed by the FAIRplus will be taken into consideration, and a possible collaboration will be established.

³ <https://fairplus-project.eu/>

4.6.7 Interaction between ProCancer -I and BOUNCE

The BOUNCE project⁴ (“Predicting Effective Adaptive to Breast Cancer to Help Women to BOUNCE Back”) focuses on implementing models for predicting resilience in silico as part of a personalised medicine approach in order to better understand the individualized therapeutic needs of each patient and recommend resilience-building interventions to those who need them the most. FORTH and Champalimaud Foundation are key partners of the proposal and as such all data infrastructure, experience in data curation, AI modeling, security, legal and ethical framework can be capitalized in the context of ProCancer-I.

4.7 Educational and awareness campaigns

UNIPI as Communication Task Leader, in collaboration with all clinical partners will focus on establishing campaigns to promote specific phases of the project, to sensitize the different stakeholders on the project phases i.e. patients to promote their adherence and compliance to clinical trials, referring physicians to increase their awareness, e tc. For example, publish news stories and success stories for educating and involving the public and professionals through Social Media and the website. At the same time, they will focus on identifying initiatives that could contribute to transforming the newly acquired knowledge into material for educational purposes and structure them in a way to be used as a global educational plan.

4.8 Links with the Wider Community and other relevant initiatives

4.8.1 Collaboration with the ID-PROSTATE project

ID-PROSTATE project is a project that is funded by H2020-EU2.3 Industrial Leadership – Innovation in SMEs, and is coordinated and implemented by QUANTIB BV, a spin-off from ERASMUS MC, University Medical Center Rotterdam. The objective of the project focuses on developing further an AI-enhanced integrated diagnostic solution for the detection of potential tumors and workflow optimization involving urologists, radiologists and pathologist The proposal was discussed in the Project Management Board (PMB) as also the PIONEER project, but the ID-PROSTATE project is implemented by a private company, and there are many legal and ethical issues to be discussed. The PMB decided that as the tools and the repository are ready yet for implementation, the time is not appropriate to form a modus of collaboration. But we will be in contact (maybe engage them in dissemination activities and the Hackathons) and once the tools are more mature we will start the discussions.

4.8.2 Collaboration with Cancer Center Ltd

Cancer Center Ltd is a private AI company in UK. They have created products that help oncologists to analyse pathology and radiology images using deep learning and AI - PathoPlatform for Pathology and RadiologyPlatform for Radiology. They have also received EU grants for the development of our product for prostate cancer. They would like to cooperate in the prostate Cancer area and would like to offer services to the project. The PMB decided as above to keep in contact with Cancer Center maybe engage them in dissemination activities and the Hackathons) and once the tools are more mature we will start the discussions.

4.8.3 Collaboration with The Focal Therapy Clinic

The Focal Therapy Clinic is a private company offering Focal Therapy treatments (Precision Treatment for prostate cancer) across the major private medical groups in the UK. [Focal Therapy](#) is an effective,

⁴ <https://www.bounce-project.eu/>

non-invasive treatment for men with early-stage localised prostate cancer. It has been pioneered and advanced in the UK by clinicians committed to offering men precision treatment options that effectively controls their cancer and preserves their quality of life. They have collaborations with 7 Clinical Centers and clinicians who practice Focal therapy.

Members of the Focal Therapy Clinic have reached us to learn more about the objectives of the project, and they also suggested to explore the possibility of making use of their large dataset of prostate MRI studies, as they have over 2000 fully contoured images with corresponding biopsy and histology data, as well as contextual data on each patient. Several hundred of these studies are fully anonymised and labelled.

This suggestion is very recent, and it has not been discussed yet within the PMB. The Scientific and Technical Committee is aware of it and is considering it.

5 Communication and dissemination work plan

Table 1: Work plan for key strategic dissemination and communication actions across the lifetime of the project

| | Jan | Feb | March | April | May | June | July | Aug | Sept | Oct | Nov | Dec |
|-------------|---------------------------|--------------------------------|---|----------------------------|-----------------|------|---------------------------|---------------------------|---|---|--|---|
| 2020 | | | | Press Releases for funding | | | | | | Kick-off Meeting, Website launch | Internal Communication Tools Launched, Press Release | Social Media launch 1 st Publication |
| 2021 | Develop campaign program | Leaflet and banner preparation | Project Meeting | Project Newsletter | | | | | Project Meeting | Project Newsletter | | Opening ProCancer-I Special Event |
| 2022 | Project Meeting | | 1 st Communication and Dissemination Activities Report | Project Newsletter | Project Meeting | | ProCancer-I Special Event | | | Project Newsletter | Project Meeting | |
| 2023 | ProCancer-I Special Event | | | Project Newsletter | Project Meeting | | | | 2 nd Communication and Dissemination Activities Report | Project Newsletter, ProCancer-I Special Event | Project Meeting | |
| 2024 | | | Project Meeting | Project Newsletter | | | | ProCancer-I Special Event | Final Communication and Dissemination Activities Report, Project Newsletter | | | |

6 Conclusions

This deliverable provides details on measures and actions already put in place to effectively disseminate and communicate the project, its objectives and eventually the tools and services to be developed within the ProCancer-I project.

A robust dissemination and communication plan has been formed, the key components of which have been developed together with the whole consortium.

The project website and Social Media accounts have been launched, and all partners are participating in various dissemination actions. As presented in the current report in first phase of the project, completing 18 months of implementation, there has been a very significant progress in dissemination activities, taking also into consideration the pandemic (COVID-19), which has restricted many of the events and dissemination activities that could have taken place.

This document will be updated in month 36 and at the end of the ProCancer-I project, together with all the dissemination activities that will take place and planned, to reflect the evolution of the ProCancer-I project.

7 Annex

7.1 Annex I

| Target Groups | Stakeholders Groups | Stakeholders professionals |
|--|---|---|
| Health and social service providers (end-users) | Healthcare professionals | radiologists, urologists, pathologists, nuclear medicine physician, radiation oncologists, medical oncologists, prostate cancer professionals |
| | Social work professionals | |
| | Hospitals & clinics, primary health care facilities | |
| | Professional Associations and Society | EUROPEAN SOCIETY of Urogenital Radiology (ESUR), European Society of Urology, International Cancer Imaging Society, European Association of Nuclear Medicine, European Society for Medical Oncologists, European Society for Radiotherapy and Oncology |
| Authorities (end-users) | Health Authorities | |
| | Regulatory Authorities | High-Level Expert Group on AI, Medical Device Coordination Group, international regulations like FDA, GDPR Regulatory, EMA's innovation task Force (ITF), European AI Alliance, ISO IEC JTC 1 Standards Committee on AI (SC42), IEEE SA's AI standards series-working groups, European Institute of Innovation & Technology (EIT) |
| Financial providers (beneficiaries) | Insurers | |
| | Charities | |
| | Foundations of health & social care | |
| End beneficiaries | patients | |
| | patient organisations | |
| | patient caregivers (NGOs etc) | |
| Education & research organizations | Academic and educational associations | |
| | Universities and schools | |
| | Research centers | Researchers |
| IT Industry | AI and Deep Learning model Developers | AI Developers |
| | Data repositories and Cloud infrastructure | Health or Medical Informaticians |
| | Clinical Decision making Support Systems | |
| | Image analysis | |
| | Fairness, explainability, security | |

| Target Groups | Stakeholders Groups | Stakeholders professionals |
|----------------------------------|---|--|
| Industry / Commercial use | Health-related software, application and services providers | SMEs, Startups, Imaging Vendors |
| | Pharmaceutical industry | |
| | Open-source community/ platforms | Acumos AI framework (open source), The Cancer Imaging Archive, non-profits, private developers |
| | Patient -registry data organizations | |

7.2 Annex II

Dissemination Form to be completed for Communicating News

This template should be completed for all News to be communicated via Social Media and the Website.

The correct and whole completion of the template will help to immediately communicate the news in the right way through the appropriate channels. Anything that has to do with events, press articles, news, achievements, activities, events, publications; Conferences, Meetings, Workshops, Presentations Invited Talks, Exhibitions, etc that have already taken place or are planned should be communicated.

Please send to Theano Apostolidi, apost@ics.forth.gr and Ioannis Karatzanis karatzen@ics.forth.gr

Dissemination Activity: (Event/Social Media/ News / Publication/ Talk /Achievement etc)

Title:

Description/ Accompanying text:
(short Description max 150 characters)

Author/Presenter/ Organisation:

Date & Place:

Publication

Number of Audiences:

Type of Audience:

Link:

Comments: (Any other useful info or description for promotion through the site and/or Social Media)

Please provide also photos and/or relevant images, figures, documents, etc