

WP4 – Dissemination & Outreach

D4.6 Final report on dissemination and outreach activities (including impact measures)

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Definitions and abbreviations

Partners of the NEURONET Consortium are referred to herein according to the following codes:

1. **SYNAPSE**: Synapse Research Management Partners SL
2. **NICE**: National Institute for Health and Care Excellence
3. **AE**: Alzheimer Europe
4. **JANSSEN**: Janssen Pharmaceutica NV
5. **LILLY**: Eli Lilly and Company Limited
6. **ROCHE**: F. Hoffman – La Roche AG
7. **TAKEDA**: Takeda Development Centre Europe LTD
8. **SARD**: Sanofi-Aventis Recherche & Développement
9. **PUK**: Parkinson's Disease Society of the United Kingdom LBG
10. **TAKEDA AG**: Takeda Pharmaceuticals International AG

Grant Agreement: The agreement signed between the beneficiaries and the IMI JU for the undertaking of the NEURONET project.

Project: The sum of all activities carried out in the framework of the Grant Agreement.

Work plan: Schedule of tasks, deliverables, efforts, dates and responsibilities corresponding to the work to be carried out, as specified in Annex I to the Grant Agreement.

Consortium: The NEURONET Consortium, comprising the above-mentioned legal entities.

Consortium Agreement: Agreement concluded amongst NEURONET participants for the implementation of the Grant Agreement. Such an agreement shall not affect the parties' obligations to the Community and/or to one another arising from the Grant Agreement.

IMI: Innovative Medicines Initiative

ND: Neurodegenerative Disorders

WP: Work Package

Abstract

The coordination and support action (CSA) for Innovative Medicines Initiative (IMI) neurodegeneration (ND) projects, NEURONET was established to identify research synergies and overlaps, creating links between IMI projects as well as with other international research initiatives and enabling stronger and more fruitful collaborations. NEURONET also worked to support scientists to enhance the visibility of their research, providing a platform that acts as a multiplier of impact.

The communication and dissemination activities of NEURONET were designed with these objectives in mind, aiming to amplify the communication activities of the IMI ND projects, enhancing interactions between project communications teams, and support dissemination at a portfolio level.

The present final report on dissemination and outreach activities (including impact measures) represents an update of D4.3 Interim report on dissemination activities (M18), which compiles all undertaken dissemination activities and evaluates their impact, also reporting on all the tools developed to support these activities.

These include the Communications Experts Community (CEC), the creation and maintenance of NEURONET communications channels, as well as participation in three high-profile events. The report also includes an outlook on the possibilities for post project-funding maintenance of activity.

Introduction

The NEURONET Coordination and Support Action (CSA) kicked off in March 2019, supporting around 18 projects in the Innovative Medicines Initiative (IMI) neurodegeneration (ND) portfolio.

Since the beginning of 2019, NEURONET expanded to include five further IMI ND projects, EPND, IDEA-FAST, Mobilise-D, PD-MIND, as well as PRISM2.

In addition, NEURONET launched its Knowledge Base (KB; described in [D3.1](#) and updated in [D3.6](#)), a web platform that provides a summary overview of the IMI ND programme, and has compiled information on the assets of the IMI ND projects, depicted in the NEURONET asset map located within the KB.

The four NEURONET working groups published deliverables providing expert guidance on data sharing, patient privacy, regulatory & HTA interactions, and sustainability (Deliverables [3.2](#) to [3.5](#)) with their final versions (D3.7 to D3.11) being submitted by the end of NEURONET's funding period in August 2022.

Meanwhile, WP1 performed a detailed programme analysis to obtain a first, integrated view of the IMI ND portfolio ([D1.2](#)) followed by v2 ([D1.5](#)), as well as mapping the global ND research landscape in [D1.3](#).

The dissemination of these and other NEURONET activities was the focus of WP4, the “Dissemination and Outreach” work package. WP4 efforts were also focused on supporting the communication and dissemination activities of individual IMI ND projects, aiming to act as an “ambassador” connecting IMI ND projects with the general public and other stakeholders.

The Final report on dissemination and outreach activities (including impact measures) describes the dissemination and outreach activities carried out during the NEURONET CSA, in line with the NEURONET communication strategy ([D4.1](#)). It keeps track of the changes from the initial communication plan.

In particular, this report analyses compliance with the communication strategy, assesses NEURONET communication activities, and highlights automations to continue dissemination activities after the IMI funding period.

1. NEURONET communication strategy

The NEURONET communication strategy (D4.1) was published in August 2019 in month 6 of the CSA, following consultation with consortium members and IMI ND project representatives. D4.1 identified communication objectives for NEURONET, also describing the tools, target audiences and activities to achieve these objectives. The communication strategy was structured around four pillars:

- (1) *Definition of communication objectives*
- (2) *Identification of relevant target audiences*
- (3) *Identification of specific communication tools*
- (4) *Description of communication activities*

In this first section of the Final report on dissemination and outreach activities, we analyse our compliance with the NEURONET communication strategy, focusing on the communication objectives and their associated measures of success.

1.1 Communication objectives

In the first pillar of the communication strategy, two interdependent communication objectives were identified:

- (1) **Internally-focused objective:** to support communication activities at a portfolio level
- (2) **Externally-focused objective:** to raise awareness of IMI ND project activities and findings in target audiences

The communication objectives and their associated outcomes were agreed in collaboration with the NEURONET consortium and Communication Experts' Community (CEC), and were reviewed and approved after the first year of the CSA.

1.1.1 Objective 1: supporting communication activities at portfolio level

NEURONET was founded on the principle of boosting synergy and collaboration between IMI ND projects. The operational and governance structures of NEURONET were designed with this principle in mind; representatives of the IMI ND projects sit on the NEURONET Scientific Coordination Board and representatives from projects contribute to the four NEURONET Working Groups. The principle of boosting collaboration also extended to communication and led to the creation of the CEC. As outlined below, WP4 efforts over the last 42 months ensured that a number of secondary outcomes were met.

(1) Participation of IMI ND project representatives in CEC meetings

The CEC was composed of IMI ND project collaborators responsible for the communication and outreach activities of the projects they represent (see Annex 1 for a list of current CEC members). The CEC was comprised of 26 project collaborators, representing 19 projects of the IMI ND portfolio. A majority of CEC members were employed by Project Management SMEs, although academia, Industry and patient organisations were also represented.

The CEC met on a regular basis and discussed communication challenges, common outreach opportunities and shared best practice examples. These meetings also enabled NEURONET's communication and dissemination team to adapt the work of WP4 to meet the needs of individual IMI ND projects.

By August 2019, when the NEURONET communication strategy was published, a first teleconference of the CEC had been held, attended by 13 representatives of 12 IMI ND projects. Since the first CEC meeting, a further nine teleconferences were held. Minutes from each of these meetings were distributed to all CEC members and were also stored on a central Sharepoint directory, accessible to NEURONET consortium members. **Table 1** below lists the IMI ND projects represented at each CEC teleconference. All in all, 19 projects were represented in the CEC community during online meetings but also through subsequent e-mail exchanges, which underlines the success of the community building.

Table 1. Representation of IMI ND projects at NEURONET CEC meetings

CEC meeting date	IMI ND projects represented
2 September, 2019	ADAPTED, AMYPAD, EPAD, MOPEAD, PHAGO, PRISM, ROADMAP, NEURONET
2 December, 2019	ADAPTED, AMYPAD, EPAD, EQIPD , PHAGO, RADAR-CNS , RADAR-AD , ROADMAP, NEURONET
9 March, 2020	ADAPTED, AMYPAD, EPAD, IM2PACT , MOPEAD, PD-MITOQUANT , PHAGO, PRISM, RADAR-AD , RADAR-CNS , ROADMAP, NEURONET
12 June, 2020	ADAPTED, AMYPAD, EMIF , EPAD, MOPEAD, PHAGO, NEURONET
7 September, 2020	AMYPAD, EPAD, IDEA-FAST , Mobilise-D , MOPEAD, PHAGO, NEURONET
11 December, 2020	AMYPAD, EPAD, IDEA-FAST , Mobilise-D , MOPEAD, RADAR-AD , RADAR-CNS , ROADMAP, NEURONET
7 May, 2021 & 4 June, 2021	AMYPAD, EPAD, IDEA-FAST , IMPRiND , Mobilise-D , MOPEAD, PHAGO, PD-MIND , RADAR-AD , RADAR-CNS , ROADMAP, NEURONET
1 February, 2022	AMYPAD, EPAD, EPND , IDEA-FAST , PHAGO, PRISM2, Mobilise-D , RADAR-AD , RADAR-CNS , PD-MIND , ROADMAP, NEURONET
22 March, 2022	AMYPAD, EPAD, EPND , IDEA-FAST , IM2PACT , Mobilise-D , MOPEAD, RADAR-AD , RADAR-CNS , PD-MIND , ROADMAP, NEURONET

(2) Promote the exchange of best practices and challenges

The CEC was designed by NEURONET as a space for IMI ND project collaborators to share best practice and challenges encountered in their communications work. The CEC meetings generally started with a tour de table of participants, during which ongoing work and issues were discussed. This format continued throughout the duration of the CSA. In addition, CEC members were invited to join the NEURONET Forum, which was established in December 2019 and provided an additional space for informal exchanges on communications challenges and best practice, in a specific area of the Forum dedicated to "Communication and Outreach".

Several recurring themes emerged during CEC discussions, as detailed below:

- **Challenges**
 - Engaging with the general public
 - Involving consortium members in communications activities
 - Ensuring ethical and privacy concerns are respected
 - Supporting active participant recruitment in study centres
- **Best practice**
 - Involving more junior project collaborators in communications activities
 - Using surveys and General Assembly meetings to engage with consortium members
 - Automations for the sustainability of communication activities beyond the project funding period
 - Publication monitoring tool
 - Communication campaigns to raise awareness about individual projects in the general public (examples [#RealWorldStories](#), [#WeAreNeuronet](#)) & public involvement to make research more accessible
 - Engaging with the consortium through a recurring online meeting entitled “science café” or “monthly meeting” or a monthly email

(3) standards for public information about the projects

To meet challenges in engaging with the general public as part of IMI ND project communications and to facilitate greater synergy of communications activities, a discussion was held between CEC members on public information about the projects. All projects have a dedicated website and logo, with many projects also publishing newsletters and regular news posts. In addition, certain projects communicate their activities via social media channels (Twitter, LinkedIn, Facebook), while others focus primarily on website updates (see **Table 2** below).

Table 2: NEURONET target audiences and communications formats

PROJECT	WEBSITE	SOCIAL MEDIA
ADAPTED	www.imi-adapted.eu	Twitter, LinkedIn
AETIONOMY	www.aetionomy.eu	#AETIONOMY
AMYPAD	www.amypad.eu	Twitter
EMIF	www.emif.eu	Twitter
EPAD	www.ep-ad.org	Twitter, Facebook
EPND	www.epnd.org	Twitter, LinkedIn
EQIPD	www.quality-preclinical-data.eu	Twitter, LinkedIn, Facebook
IDEA-FAST	www.idea-fast.eu	Twitter, LinkedIn
IM2PACT	www.im2pact.org	Twitter
IMPRIND	www.imprind.org	Twitter
Mobilise-D	www.mobilise-d.eu	Twitter, LinkedIn, Facebook
MOPEAD	www.mopead.eu	Twitter, Facebook
Neuronet	www.imi-neuronet.org	Twitter, LinkedIn, Facebook, Instagram
PD-MIND	www.pd-mind.org	#PDMIND

PROJECT	WEBSITE	SOCIAL MEDIA
PD-MitoQUANT	www.pdmitoquant.eu	#PDMitoQUANT
PHAGO	www.phago.eu	Twitter, LinkedIn
PRISM	www.prism-project.eu	LinkedIn, #IMI2PRISM
PRISM2	www.prism2-project.eu/	Twitter, LinkedIn
RADAR-AD	www.radar-ad.org	Twitter, LinkedIn
RADAR-CNS	www.radar-cns.org	Twitter, LinkedIn
ROADMAP	www.roadmap-alzheimer.org	Twitter

Following discussions with CEC members, it was agreed that the group would focus on following guidance provided by the European Commission in the ‘Grant Management’ section of its Horizon 2020 manual. This manual, which is freely available online, provides guidance on science communication, tips for effective social media communications and an overview of best practices for disseminating and amplifying project activities, based on previous EU-funded projects. For example, it recommends clarifying the targets, audience and message before deciding on the communications tools to develop, and encourages the use of platforms such as Twitter and YouTube to disseminate short, high-impact messages to intended audiences. The manual is particularly relevant for IMI ND projects as it references Art.38 of the H2020 Annotated Model Grant Agreement, which lays out the obligations for funding beneficiaries to promote their projects, and identifies tools and platforms that can be used to fulfil these obligations.

(4) identification and planning of common outreach and dissemination opportunities

To support communication at a portfolio level, opportunities for common outreach and dissemination activities were identified in collaboration with the CEC. In particular, the CEC and NEURONET worked together to develop a yearly social media campaign on Twitter, themed around a specific topic for each year, as defined in the initial communication strategy:

- Year 1 programme introduction - why we do what we do - campaign on the value of participating in research
- Year 2 programme findings highlights - emphasis on the value of public-private collaboration
- Year 3 programme impact analysis - where we are and where we need to go

Twitter was chosen as the platform for the social media campaign, as 17 of the 21 projects in the IMI ND portfolio have Twitter handles.

Initially, each campaign was scheduled to take place during September and October, aligning with the timing of World Alzheimer’s Month and building up to the yearly NEURONET event. This changed, as the COVID pandemic made it necessary to change the date of the 2021 Alzheimer Europe Conference to 29 November – 1 December, therefore the campaign took place in November 2021 instead, in order to build up attention to the annual NEURONET event.

Further details and metrics from the social media campaign are presented in Section 2.5 below. The CEC also played an integral part in planning the yearly NEURONET Public Event, a further platform for disseminating IMI ND project activities at a portfolio level, described in greater detail in Section 2.6.

1.1.2 Objective 2: raising awareness of IMI ND project activities

The second, externally-focussed communications objective for NEURONET is to raise awareness of IMI ND project activities in target audiences, increasing their visibility and raising the profile of the projects on an individual level as well as the IMI ND portfolio as a whole. To support this objective, the NEURONET communication strategy identified several target audiences, also proposing communications formats that could be used to reach each audience, summarised in **chapter 2.2 of the initial communication strategy “D4.1 NEURONET communication strategy”**:

Over the course of the project, NEURONET developed a coordinated and streamlined approach to raise awareness of IMI ND project activities in the target audiences identified in its communication strategy, outlined in the schematic below (**Fig. 1**).

NEURONET used several platforms to source information on project activities that could be highlighted;

WP4 set up a publication monitoring system to scan for new portfolio publications on a daily basis based on a PubMed search for each individual project ([see RADAR-AD example](#)). The search identified either project acronym, full project title or grant agreement number in full text searches of indexed papers. These searches were converted into RSS feeds (basic function in PubMed below the search) and integrated into an RSS feed aggregator application (<http://www.feedly.com>) to provide an overview of potential new project publications.

Project social media streams were monitored on a daily basis using notifications, all project newsletters were evaluated as soon as they were released. Project websites are checked for updates on a daily basis (e.g news articles, events, publications) using Feedly to identify online news content on IMI ND project activities.

In addition, CEC members were encouraged to provide information on specific results or outputs they want NEURONET to highlight. Finally, NEURONET proactively engaged with projects to obtain further information on project activities and on the involvement of project collaborators at different career stages.

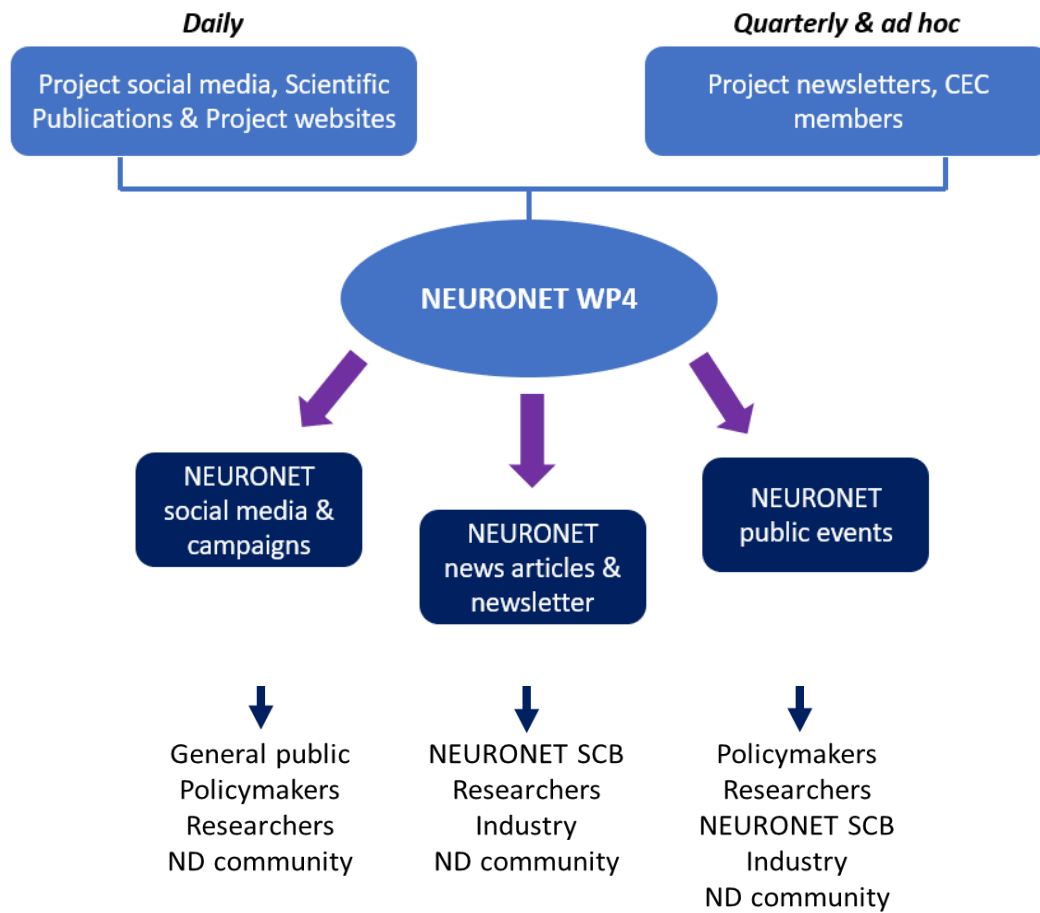


Figure 1: NEURONET approach for raising awareness of IMI ND project activities

To enhance the visibility of identified IMI ND project activities, NEURONET developed several communication tools (described in greater detail in section 2). In brief, NEURONET amplified project social media content by retweeting items on Twitter, sharing content on LinkedIn and linking to project videos via the NEURONET YouTube channel.

Complementing these activities, and in its role as an ambassador for the IMI ND portfolio, NEURONET generated social media content highlighting IMI ND project activities for World Alzheimer's Month (September), World Parkinson's Day (April) and World Brain Day (July).

The NEURONET website acted as the go-to-point for project information, also providing links to project websites, project leader profiles and Twitter profiles, thereby funnelling visitors towards IMI ND project websites and channels. In addition to that, the latest project newsletters were included in the project overview page and short introductory video clips about the projects were embedded. These clips were collaboratively developed for Social Medica campaigns and include a link to the respective project website (although for some projects such as AMYPAD, the project video was developed by the consortium internally).

Similarly, the quarterly NEURONET newsletter highlighted notable project activities and profiles IMI ND project collaborators, whilst also providing links to the newsletters and news pages of the individual projects. NEURONET also leveraged the communications channels of its consortium members, publishing articles on IMI ND project activities in the Dementia in Europe

magazine and Alzheimer Europe newsletter, which were circulated to policymakers and lawmakers at both national and EU levels.

Finally, NEURONET also reached policymakers and lawmakers through its public events, which were covered in press releases on EU platforms such as CORDIS and the EU Health Policy Platform.

2. NEURONET communication tools & activities

In accordance with the NEURONET communication strategy, several tools and channels were developed to communicate NEURONET and IMI ND project activities. These tools & channels include the NEURONET Knowledge Base, website, forum and social media channels, as well as our external newsletter, press releases and public events. In this section, we will provide an overview of the NEURONET communications activities that involved these tools & channels, describing how the channels were developed over the course of the funding period and, where available, provide activity metrics. **Table 3** below lists the NEURONET communication tools & channels, identifying their target audiences and outlining their activity status at the time of writing.

Table 3. NEURONET communication tools & channels

Tools & channels	CONTENT	TARGET AUDIENCE	FORMAT	STATUS AS AT 07/2022
Knowledge Base	Links to publications & deliverables Information on project consortia, workpackages and collaborators	Project leadership team IMI staff IMI ND SGG members	Online portal (Dashboard)	Contains information on 22 IMI ND projects Over 580 publications 447 deliverables
NEURONET website	Project & programme summary Summary of ongoing work/achievements Project & programme news Deliverables & publications Events	NEURONET consortium Intra-portfolio ND community Researchers and academics Industry representatives Regulators/HTA bodies, payers General public	Online, Plain text, links to partners and affiliated projects, PDF files, videos	Launched 22-07-2019 17,878 users 30,698 sessions 00:01:21 average session duration 52,318 page views
NEURONET forum	Discussion groups on different topics Links to job vacancies	Intra-portfolio NEURONET consortium	Online platform	Launched 15-01-2020 36 users 27 posts
Twitter account	Updates of ongoing work/achievements Project & programme news External events Internal meetings (past/present/upcoming) Links to news related to project, programme and external newsletter	Communication expert community ND community Researchers, academics and ECRs Industry representatives Policy makers at EU and international level General public	Online platform	Launched 01-03-2019 1647 Followers 969 Following Several social media campaigns 4,121 tweets 1,538,632 tweet impressions 56,366 profile visits

Tools & channels	CONTENT	TARGET AUDIENCE	FORMAT	STATUS AS AT 07/2022
External Newsletter	Programme news (major achievements from the IMI ND projects) Tools & re-usable results Interviews with experts on different ND areas Information about events Job openings	NEURONET Consortium Intra-portfolio ND community Researchers, academics and ECRs Industry representatives Regulators/HTA bodies, Payers Policy makers at EU and international level General public	Mailchimp campaign introducing articles with links to news on project website	Launched 19-09-2019 10 issues: 19 September 2019 6 January 2020 10 March 2020 30 June 2020 30 September 2020 15 February 2021 27 May 2021 21 September 2021 17 January 2022 25 April 2022 221 current subscribers
Conferences & events	Programme and projects summaries/objectives/ challenges/ results	Media NEURONET Consortium Intra-portfolio ND community Researchers, academics and ECRs Industry representatives Regulators/HTA bodies, Payers Policy makers at EU and international level Philanthropists and funding organisations	Yearly event NEURONET Flyer/leaflet and roll-up banners Project-relevant presentations: <ul style="list-style-type: none"> • Posters • Symposia • Panel sessions 	NEURONET sessions at #29 AEC, October 2019 4 sessions 14 speakers 11 projects represented Alzheimer Europe lunch debate, February 2020 “The IMI: advancing AD research through public-private partnerships” NEURONET sessions at #30 AEC, October 2020 4 sessions, 1 presentation in a plenary 19 speakers 16 projects represented NEURONET sessions at #31 AEC, October – November 2022 4 sessions 17 speakers 13 projects represented

2.1 Knowledge Base

The main aim of NEURONET Knowledge Base is to provide an overview or summary of the IMI Neurodegeneration portfolio. It acts as a repository for information on the IMI ND projects, including details on project objectives, partners, timelines and workpackages, as well as summary portfolio metrics such as participating countries and total funding.

In addition, the Knowledge Base lists the publications and provides links to the publicly-available deliverables of each project in the IMI ND portfolio. Publication titles, first author, year of

publication and keywords are provided alongside a DOI link to the article. Similarly, deliverable titles, project name and submission date are provided alongside direct links to the deliverables.

In total, over 580 publications and 447 deliverables are currently listed in the Knowledge Base. Further details on the Knowledge base are provided in deliverable [D3.1 INKB web platform v1](#) and D3.6 INKB web platform v2.

2.2 Forum

As part of WP3 Tools and services, NEURONET set up a [Forum](#) space to promote dialogue and participation across projects on different topics. The NEURONET Forum is intended as a space for free discussions, where people from different IMI ND projects and institutions can come together to share knowledge and learn from each other, as well as to reinforce the sense of community.

The Forum was launched in January 2020 and since then enrolled 36 users (representing 11 IMI ND projects), with 27 posts. All members of the Communication Experts' Community were invited to join the Forum and one of the topic categories was dedicated to Communications & Outreach. All projects as part of the portfolio were asked to forward the invitation to join the forum to their respective consortia. It was hoped that the forum would create new opportunities for informal interactions between the members of the Community, and promote communication between IMI ND project collaborators at a portfolio level. As no posts created any interaction, nor resulted in views of the posts, efforts to spark exchange were discontinued in December 2020 in order to spend personnel effort on activities that yield results.

2.3 Website

The project website (imi-neuronet.org) was launched on 22 July 2019. It was designed to support and reinforce all of NEURONET's communication and dissemination activities, acting as the go-point for project information, referenced by project tools and channels at all times.

Our first goal in designing the website was to inform audiences on the aims and activities of NEURONET itself. As such, the website provides information on the NEURONET governance structure and decision-making bodies (under the 'About' tab) as well as a repository of tools, deliverables, presentations and publications from NEURONET (under the 'Resources' tab).

A second goal for the website was to provide information about the IMI ND projects in the NEURONET programme. The website therefore displays summary information about each project and links to its website, latest newsletter, a clip and Early Career Researcher interview (if available), providing visitors to the NEURONET website with a quick overview on each project and direct links to IMI ND project channels for more detailed information. IMI ND project information is displayed under two tabs: the 'Projects' tab and the '[Project News](#)' page within the 'News' tab.

Linked to the second aim of providing information about IMI ND projects, the third objective of the website is to keep audiences up-to-date on IMI ND project activities. NEURONET therefore regularly posted news items, which were then shared via the NEURONET social media channels and used as a foundation for the NEURONET newsletter.

Table 4. Google analytics data for the NEURONET website, July 2019 – July 2022

Time span	Total users	Total page views	Total sessions	Total time spent (hours)
July – December 2019	2258	7892	3157	169
2020	4411	13588	6127	249
2021	6674	15494	8769	247
January – July 2022	3434	7682	4380	123
Estimated total	16777	44656	14076	788

Since it was launched in July 2019, the NEURONET website has attracted approximately 16,777 users who initiated 14,076 sessions, spending altogether 788 hours on the website. In total, there were 44,656 page views over this period. Just like many other project websites, the Neuronet website analytics observed bot traffic for some periods (January, February & July 2021; March, May, June 2022). For these months we included the average counts for the respective year in order to provide the most accurate estimation of real website traffic.

The two most-frequently tracked google Analytics metrics are user number (i.e the number of 'visitors' to the website) and number of sessions (i.e a group of interactions recorded for a user in a given time period.). Analysis of the metrics for the NEURONET website shows a close relationship between these two metrics (**Fig. 2 & Fig 3.**).

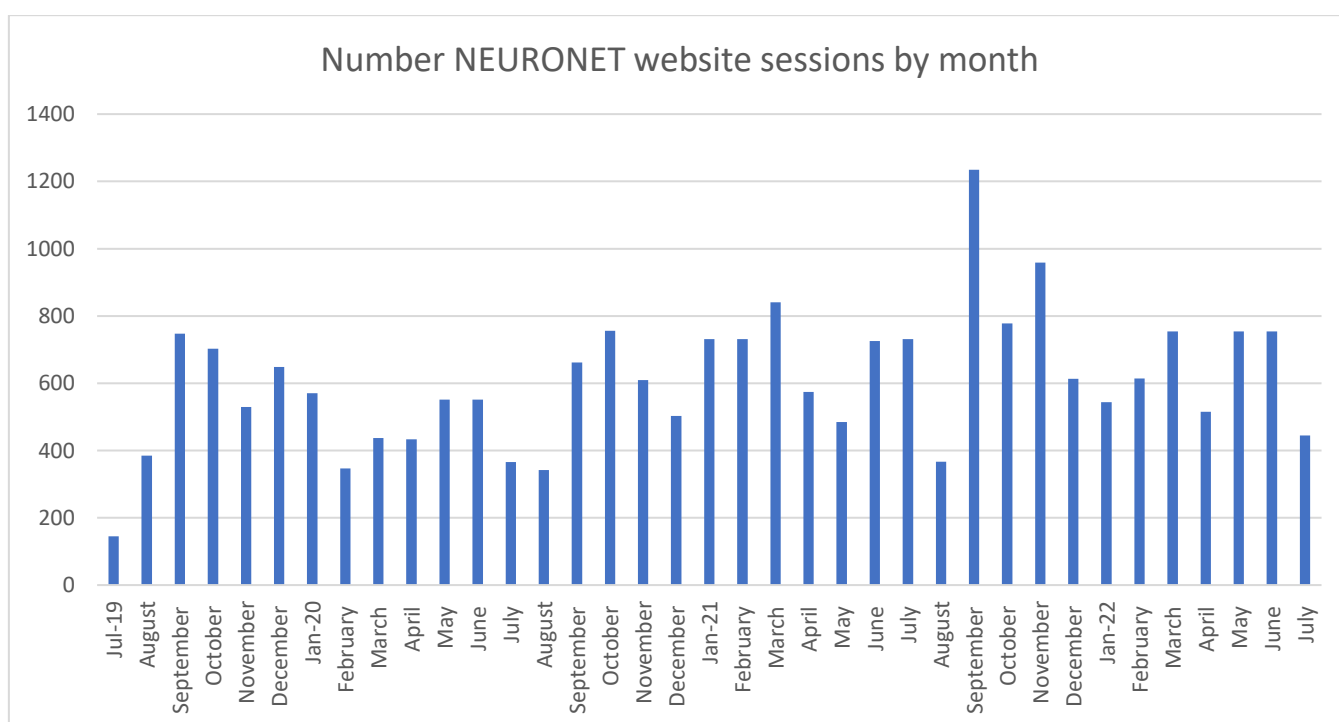


Figure 2: Number of NEURONET website sessions by month

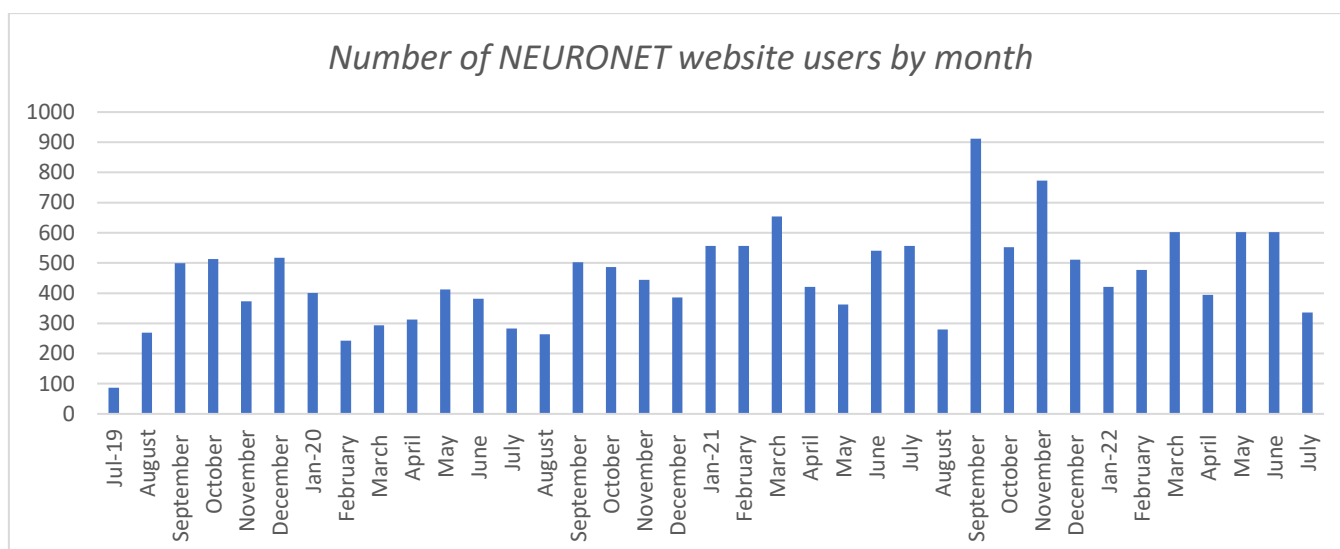


Figure 3: Number of NEURONET website users by month

Numbers of users and sessions were usually highest in September, October and December. The NEURONET Public Events were held that month, with several news articles published and high levels of social media activity (see section 2.5.1 below for further details). September was also an active month for NEURONET in terms of social media, with numerous tweets, linked to the NEURONET social activity for World Alzheimer's Month.

Since July 2019, as well as attracting larger numbers of visitors the website grew substantially in size, with new sections added and many sections expanded. All in all, the NEURONET website now hosts 326 pages, of which 283 pages are news posts. Modules from the Knowledge Base were integrated on the website as well.

Secondly, the section devoted to IMI ND project descriptions was updated to include details of the all projects that have joined the portfolio since the start of NEURONET and expanded to include Twitter handles or project hashtags (where available) and, if available, a short video introducing the project as well as a reference to an Early Career Researcher/Investigator interview from the respective project. The 'Scientific Coordination Board' page was expanded to provide brief biographies of the IMI ND project leaders, with internal links to the project information page.

Thirdly, the NEURONET news section was expanded extensively, currently displaying 283 news items (format shown in **Fig. 4** below), which highlight notable project outputs and activities, as well as providing updates on project meetings, events and tools.

Spotlight on early-career investigators: a Neuronet interview with Sarah Gregory

17th June 2020



In this early-career researcher interview, we talk to Sarah Gregory who is a PhD student and study coordinator at the University of Edinburgh (UK). The main focus of her research is the hypothalamic-pituitary-adrenal axis (HPA), the stress response system, in cohorts of participants at risk of Alzheimer's disease.

She started her PhD as a part-time student in October 2018 and is aiming to finish in October 2022. She has been working on the EPAD (European Prevention of Alzheimer's dementia) project for the last few years.

Can you tell us a bit about your PhD?

The focus of my PhD is to look at the HPA axis in mid- and later- life cohort studies to understand how it associates with Alzheimer's disease. The HPA axis, or the hypothalamic-pituitary-adrenal axis, is the

LATEST NEWS

The IMI IDEA-FAST project has joined the Neuronet programme

22nd July 2020

Neuronet is a Coordination and Support Action (CSA) aiming to support and better integrate projects [Read More](#)

IMPRiND researchers describe the structures of alpha-synuclein filaments in MSA and DLB

13th July 2020

Michel Goedert, a partner on the IMPRiND project, has recently published an article in Nature. [Read More](#)

ADAPTED and AMYPAD to hold a Featured Research Session at AAIC2020

3rd July 2020

We are pleased to report that both ADAPTED and AMYPAD projects will hold a [Featured Read More](#)

RADAR-AD launches its bi-yearly newsletter

3rd July 2020

The RADAR-AD project (Remote Assessment of Disease And Relapse – Alzheimer's Disease), which aims to [Read More](#)

Fourth Neuronet newsletter issue launched

30th June 2020

Welcome to the fourth issue of the Neuronet newsletter! We hope this newsletter finds you [Read More](#)

Figure 4. NEURONET news item from website, with a sidebar listing the most recent website news items.

2.4 Newsletters

The NEURONET newsletter highlighted major achievements from the IMI ND projects, publicised tools, reusable results and interesting events, and included interviews with experts on different ND areas. In addition, it increased the dissemination of IMI ND project newsletters, by providing links to all IMI ND project newsletters published since the last edition.

The publication of each newsletter (which was created and managed via the MailChimp platform) was announced on the NEURONET social media channels and via news articles on the NEURONET website. To further increase dissemination, a “subscribe to the newsletter” button was displayed prominently on the website homepage, linking to a “NEURONET newsletter” sub-page on the website, which acted as a repository for all newsletters published by NEURONET (Fig. 5 below).

To date, NEURONET published ten newsletters, with the first issue published in September 2019. Each newsletter started with an introduction from the NEURONET project leaders, and featured an interview with an early-career researcher/investigator working on one of the IMI ND projects (a “Spotlight on early-career researchers/investigators” feature) alongside news highlights from IMI ND portfolio.



Welcome to the first issue of the Neuronet newsletter!

Neuronet is a collaborative effort to improve collaboration and exploit synergies across some of the key research projects tackling neurodegenerative disorders in the world today.

Our programme actively connects 15 research projects, encompassing more than EUR 280 million of funding. All of these projects have been launched by



Welcome to the second issue of the Neuronet newsletter!

This second newsletter issue provides you with up-to-date insights on the Innovative Medicines Initiative's (IMI) research efforts to tackle challenges in neurodegeneration.

It is great to see that our collaboration is gaining momentum. We held a highly productive Scientific Coordination Board Meeting which was followed by our

Newsletter highlights:

Spotlight on early career investigators: Benjamin Falcon (IMPRIND)

Neuronet convenes a Scientific Coordination Board meeting

ROADMAP releases a 3D tool showing the landscape of European data available for Alzheimer's disease research

PRISM publishes a series of reviews in Neuroscience & Biobehavioural reviews

Newsletter highlights:

Spotlight on early career investigators: Tania Fowkes and Shahzad Ahmad (ADAPTED)

EPAD consortium releases first wave of data (v500.0)

AETIONOMY results presented to IMI leadership

Neuronet convenes its second Scientific Coordination Board meeting

Figure 5. Screenshot of NEURONET newsletter webpage, displaying the outlines for the first two NEURONET newsletters.

To evaluate outreach performance, MailChimp, bit.ly and Twitter metrics were collected for each newsletter:

- On 19 September 2019, the first NEURONET newsletter issue was sent to 106 recipients (254 total opens by direct recipients). An additional 75 visits were recorded via bit.ly URL clicks. Social media performance to support newsletter outreach marked 3,749 tweet impressions.
- On 06 January 2020, the second NEURONET newsletter issue was sent to 125 recipients (133 total opens by direct recipients). An additional 66 visits were recorded via bit.ly URL clicks. Social media performance to support newsletter outreach marked 4,160 tweet impressions.
- On 10 March 2020, the third NEURONET newsletter issue was sent to 135 recipients (154 total opens by direct recipients). An additional 51 visits were recorded via bit.ly URL clicks. Social media performance to support newsletter outreach marked 3,980 tweet impressions.
- On 30 June 2020, the fourth NEURONET Newsletter issue was sent to 144 recipients (97 total opens by direct recipients). An additional 30 visits were recorded via bit.ly URL clicks. Social media performance to support newsletter outreach marked 3,981 tweet impressions.
- On 30 September 2020, the fifth NEURONET Newsletter issue was sent to 153 recipients (166 total opens by direct recipients). An additional 79 visits were recorded via social performance. Social media performance to support newsletter outreach marked 2,545 tweet impressions.
- On 6 February 2021, the sixth NEURONET Newsletter issue was sent to 160 recipients (101 total opens by direct recipients). An additional 60 visits were recorded via bit.ly URL clicks. Social media performance to support newsletter outreach marked 4,939 tweet impressions.
- On 27 May 2021, the seventh NEURONET Newsletter issue was sent to 171 recipients (82 total opens by direct recipients). An additional 60 visits were recorded via bit.ly

URL clicks. Social media performance to support newsletter outreach marked 5,396 tweet impressions.

- On 21 September 2021, the eight NEURONET Newsletter issue was sent to 186 recipients (122 total opens by direct recipients). An additional 64 visits were recorded via bit.ly URL clicks. Social media performance to support newsletter outreach marked 3,966 tweet impressions.
- On 17 January 2022, the ninth NEURONET Newsletter issue was sent to 219 recipients (122 total opens by direct recipients). An additional 73 visits were recorded via bit.ly URL clicks. Social media performance to support newsletter outreach marked 3,501 tweet impressions.
- On 25 April 2022, the tenth NEURONET Newsletter issue was sent to 219 recipients (122 total opens by direct recipients). An additional 54 visits were recorded via bit.ly URL clicks. Social media performance to support newsletter outreach marked 2,023 tweet impressions.

The last NEURONET newsletter will be published at the start of October 2022; as well as highlighting IMI ND project achievements.

2.5 Social media

In line with the plan set out in deliverable D4.1 NEURONET communication strategy, WP4 developed and maintained a range of social media channels and platforms in order to support communication objectives. As a general overview of all of these channels, WP4 also set up a Linktree page giving an overview of all channels and platforms: <https://linktr.ee/Neuronet>

2.5.1 Twitter

Twitter is categorised as a “microblogging” platform, which enables individuals and organisations to share short posts (that can include images, gifs or hyperlinks) with a broad range of audiences, from the general public to patients, researchers, clinicians and policymakers. By creating tweets and retweeting existing content, NEURONET was able to raise awareness about the IMI ND Portfolio in many target audiences, and reach out to relevant stakeholders and initiatives worldwide.

NEURONET’s Twitter handle (@IMI2_NEURONET; **Fig. 6** below) was launched to coincide with the kick-off meeting, which was held in Madrid on 21 March 2019. The mandatory funding acknowledgement was included in the NEURONET Twitter profile, in accordance with the guidelines in the H2020 manual and Model Grant Agreement.

All news posts on NEURONET’s website were accompanied by tweets. These tweets were designed to enhance awareness of project and programme news, events and conferences in which IMI ND projects were participating, information on internal meetings as well as links to news related to NEURONET. Furthermore, conference proceedings and videos (including a follow-up on the annual public event) were shared through this channel, as well as key achievements of the IMI ND portfolio. Finally, NEURONET organised specific campaigns around key Awareness Weeks (such as the World Alzheimer’s Month and World Brain Day) for maximum outreach, as detailed in section 2.5.2 (“Social media campaigns”) below.



Figure 6. The NEURONET Twitter profile

To evaluate the performance of NEURONET social media activities, metrics were collected from the Twitter platform on a monthly basis. At the time of writing, the @IMI2_NEURONET handle has 1,648 followers. NEURONET has created 1,247 original tweets (with 2,879 retweets), amassing 1,538,632 tweet impressions and 56,366 profile visits since March 2019.

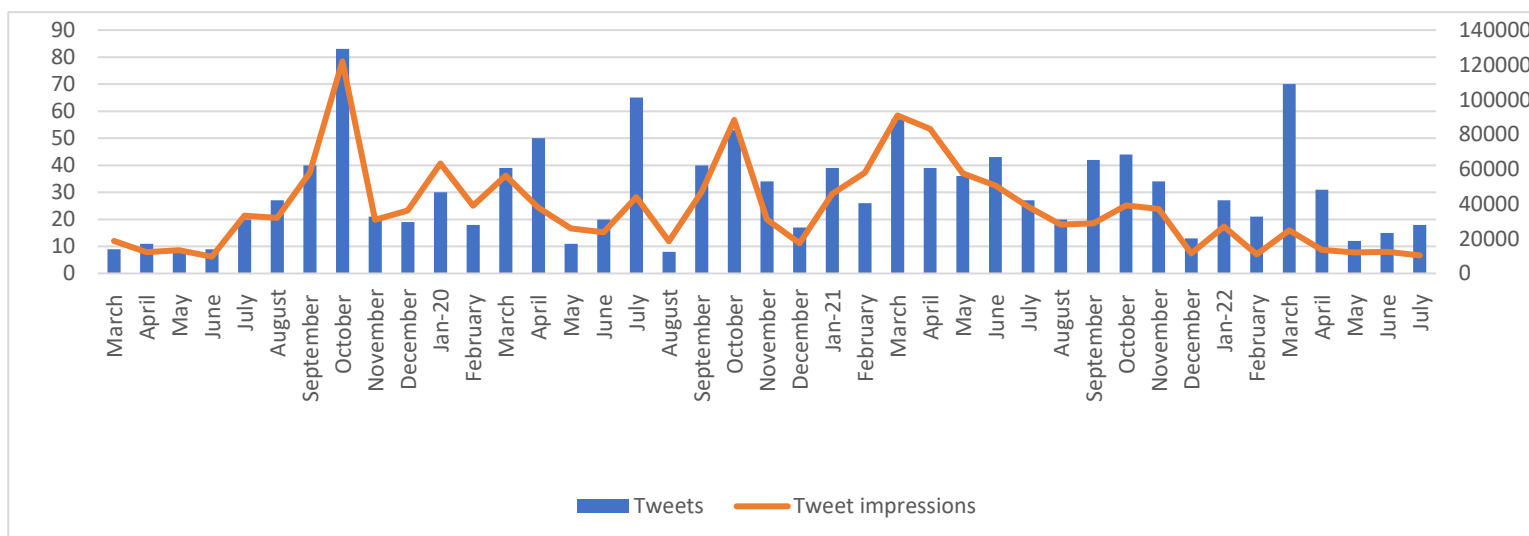


Figure 7. Twitter metrics for @IMI2-NEURONET: tweets and tweet impressions

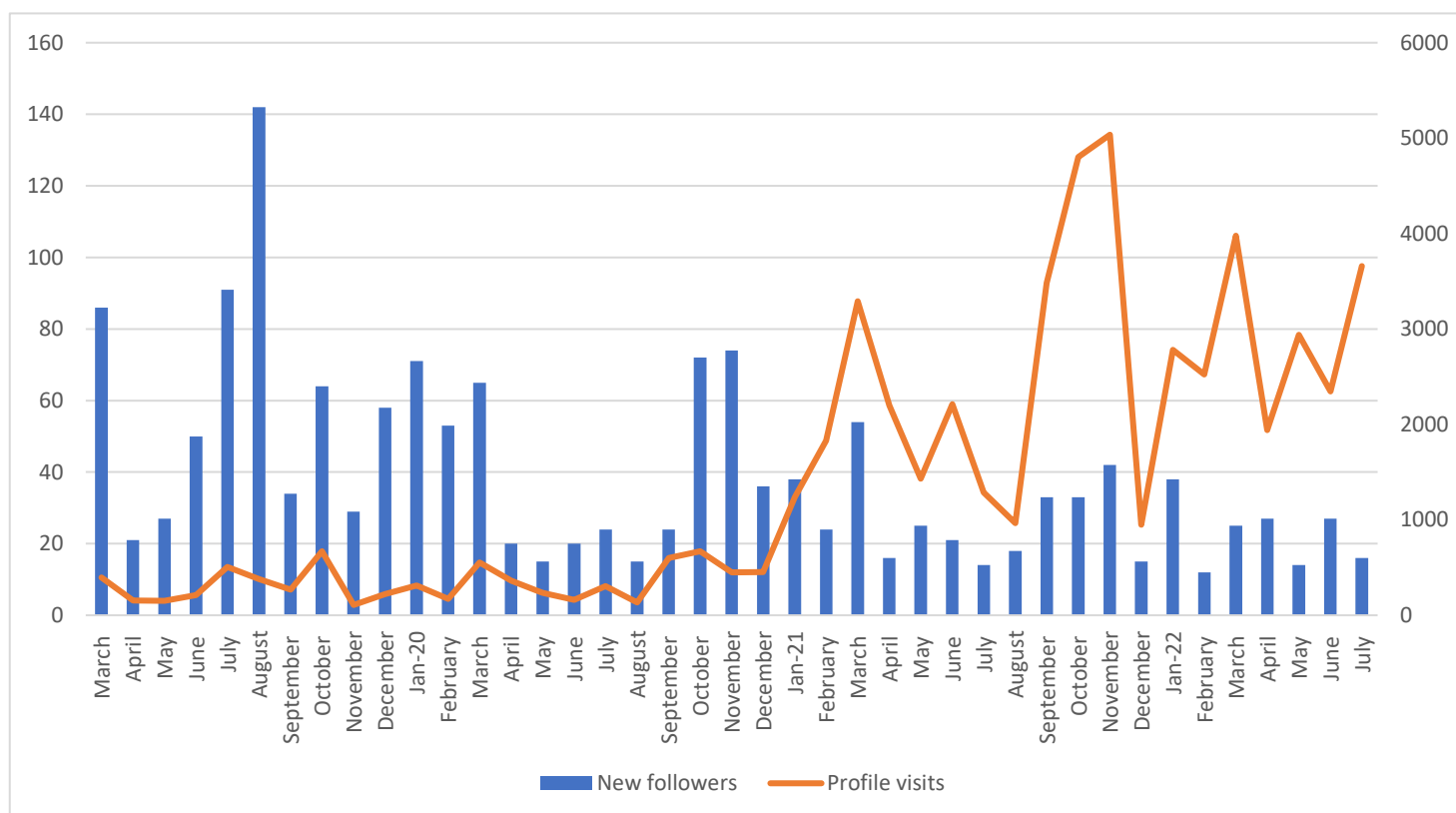


Figure 8. Twitter metrics for @IMI2:NEURONET: new followers and profile visits

Analysis of Twitter metrics for the NEURONET handle shows that the number of tweets and tweet impressions vary from month-to-month with lessened Tweet impressions and a rise in Profile visits since March 2021. This is a trend we have also observed in all other active IMI ND projects, likely due to a change in Twitter's algorithm.

Table 5. Twitter analytics data for the NEURONET handle, July 2019 – July 2022

Time span	Total Tweets	Tweet impressions	Followers	Profile visits
July – December 2019	248	366,232	602	3,068
2020	385	492,200	489	4,410
2021	420	569,100	333	28,719
January – July 2022	194	111,100	159	20,169
Total	1,247	1,538,632	1583	56,366

Analysing traffic from Twitter, it has proven to be an effective means to raise awareness about the CSA, individual projects as well as activities and outputs. Since the launch of the website on 31 July 2019, Twitter was the source of the highest usertime spent and session duration (as compared to the other social media platforms) with at least 1,255 users who visited 2.32 pages per session (2,058 sessions) at an average session duration of two minutes and fifteen seconds. This amounted to 233 hours spent on the Neuronet website.

2.5.2 Social media campaigns

As described in Section 1 above, the CEC and NEURONET worked together to develop a yearly social media campaign on Twitter. Each campaign is themed around a specific topic:

- **Year 1 (2019) - programme introduction:** “Why we do what we do - campaign on the value of participating in research”
- **Year 2 (2020) - programme findings highlights:** “The value of public-private collaboration”
- **Year 3 (2021) - programme impact analysis:** “Where we are and where we need to go”

These topics were addressed on Twitter via tweets that include Twitter cards as images. The social media campaigns concluded to build up awareness towards NEURONET’s yearly event. The 2019 campaign consisted of 35 individual cards with quotes from collaborators on 10 of the projects in the IMI ND portfolio (ADAPTED, AMYPAD, EMIF, EPAD, MOPEAD, PHAGO, PRISM, RADAR-AD, RADAR-CNS, ROADMAP).

NEURONET purposefully aimed to collect quotes from a broad range of different project collaborators, from project leaders to EFPIA members, postdoctoral researchers and clinical study participants. Each card displayed a personalized bit.ly link (e.g <http://bit.ly/PHAGO-project>) which directed users to the project website in question. Where available, the accompanying tweet referenced the project Twitter handle (e.g @IMI_EPAD). In addition, a dedicated hashtag (#WeAreNeuronet) was created for the campaign, and was used throughout for all tweets linked to the campaign and public event.

Metrics for all three campaigns demonstrated a very positive engagement with the messaging and associated links.

The 2020 Communications Campaign ran during the months of September and October in the leadup to the annual Neuronet event at the Alzheimer Europe conference. 16 projects in total were represented on Twitter cards, on the theme “Findings highlights of public-private partnerships”, with 31 Twitter cards made in total and disseminated over a period of 27 days. Each card included a quote from a project representative, a picture, and embedded links to project material or website. The Campaign provided a good amount of visibility on Twitter, including almost 44,000 impressions, 1,000 user engagements and over 350 link clicks corresponding to website visits or interaction with project outputs. To put this in perspective, on average a website for an IMI neurodegeneration project attracted 350 visitors per month.

In 2021, the communications campaign was entitled “Programme impact analysis – where we are and where we need to go”. It was launched on 8 November 2021 and concluded with the annual Neuronet event at the Alzheimer Europe conference on 29 November to 2 December 2021. This campaign was built around a series of 14 Twitter cards, with quotes from authors of recent project publications, a colour scheme coordinated with the project logo, and selected hashtags. Each Twitter card was linked to a blog post on the Neuronet website, highlighting a recent publication associated to an IMI project.

In the third year and due to the decreasing visibility of posts on Twitter, the social media posts were not only shared on Twitter but also in a range of Facebook groups that are related to neurodegeneration research as well as on LinkedIn.

The campaign evaluation found that this approach resulted in 494 clicks towards the blog posts on the Neuronet website during the month of November 2021, showcasing the success of the dissemination activity although a lower amount of graphics could be produced.

2.5.3 LinkedIn

LinkedIn is an online platform that is primarily used for professional networking and career development. Although initially developed as a tool for private sector users, in recent years it has expanded to include a substantial audience of academic and public sector stakeholders and Institutions. Similar to Facebook and Twitter, users can engage with LinkedIn content by 'liking' it, and can reshare it through their feeds. In addition, LinkedIn uses hashtags, with a "follow hashtag" feature enabling users to personalise their LinkedIn feeds with tailored content.

To reach professional audiences, a LinkedIn page for NEURONET was launched in January 2020, to coincide with the release of the January NEURONET newsletter. The LinkedIn page summarises the key goals of NEURONET, providing links to all Neuronet channels through <https://linktr.ee/neuronet>. It was populated with news items from the website and accumulated 649 followers to date.

Analysing traffic from LinkedIn, it proved to be an effective means to raise awareness about the CSA, individual projects as well as activities and outputs. Since the launch of the website on 31 July 2019, LinkedIn has been a great source of user traffic with at least 868 users who visited 1.8 pages per session (1,330 sessions) at an average session duration of two minutes and fifteen seconds. This amounts to almost 50 hours spent on the Neuronet website.

2.5.4 YouTube

A NEURONET YouTube channel was created (23 subscribers), which can also be accessed via a link on the project website. The channel hosts videos filmed as part of the NEURONET public events, as indicated in the NEURONET Grant Agreement - Description of Action (DoA). In addition, the NEURONET YouTube channel features the channels of EFPIA, the IMI and all IMI ND project channels (at the time of writing, ADAPTED, AMYPAD, EPAD, EMIF, Mobilise-D & MOPEAD), to showcase the activities of these projects and the links between projects and their partners. In total, the NEURONET videos have attracted 1,215 views with a total watch time of 53,7 hours.

2.5.5 Instagram

In addition to the traditional social media channels, the rise of public engagement with Instagram led to the decision to explore the use of Instagram as an additional opportunity to engage with the public, informing them about key activities (Release of Knowledge Base & update of Regulatory and HTA decision tool) as well as featuring interviews that were conducted as part of the Neuronet Spotlight on Early Career Researchers/Investigators.

WP4 released 14 posts since the launch of the account on Instagram on 1 February 2021 (coinciding with the public outreach activity to promote the launch of the Knowledge Base). Assessing google analytics data, Instagram has not yielded any substantial added visibility.

2.5.6 Facebook

As some projects also use Facebook, WP4 decided to also leverage on potential exposure through this platform. Activities were similar to the other platforms, re-sharing individual project

posts, providing news updates, sharing publications but also posting and highlighting project outputs in targeted Facebook groups on neurodegeneration and related research.

Analysing traffic from Facebook, it has proven to be an effective means to raise awareness about the CSA, individual projects as well as activities and outputs. Since the launch of the website on 31 July 2019, Facebook was the source of the highest amount of users attracted towards our public website with at least 1,752 users who visited 1.18 pages per session (1,972 sessions) at an average session duration of 29 seconds. This amounts to over 15 hours spent on the Neuronet website.

2.6 Public events

2.6.1 NEURONET sessions at #29AEC, #30AEC & #31AEC

One of the key dissemination activities (both in terms of generating content to disseminate and as a route for dissemination) is the annual NEURONET public event, organised by WP4 with the support of the CEC. The primary goal of the NEURONET public event is to showcase the work of IMI projects on neurodegeneration, as a legacy to the 2017 IMI event on “Collaboration in Alzheimer’s disease & beyond”.

To achieve this goal WP4 involved all IMI ND projects, aiming to disseminate NEURONET and IMI ND project activities to an audience of policy makers, scientists, researchers, representatives of industry, payers, regulators and HTA bodies. To reach this broad audience and engage with the ND community, the NEURONET public events were integrated into the annual Alzheimer Europe Conference. In order to maximise the long-term visibility of the event, as well as disseminating information about the event via the NEURONET social media channels and website, proceedings of the public-facing part of the event were published as part of the Dementia in Europe Magazine, and presentations from the event were filmed and uploaded to the NEURONET youtube channel (as outlined in Section 2.5.4 above).

Deliverables 4.2, 4.4 & 4.5 “Public Event Proceedings and Videos” provide a detailed overview of the Public Event and related outreach activities, including publication of a “Dementia in Europe” magazine article on the public event and associated news items and press releases.

2.6.2 European Parliament Lunch Debate

In the first 18 months of the CSA, NEURONET held two public events. As well as the conference sessions in October 2019, NEURONET co-hosted a European Parliament lunch debate with Alzheimer Europe. This debate took place on 18 February 2020, aiming to raise the profile of NEURONET and the IMI neurodegeneration portfolio at the European level. The lunch debate was hosted by Christophe Hansen MEP (European Peoples’ Party; Luxembourg) and was attended by 70 people including representatives from national member organisations, government experts on dementia, academics, industry representatives and policymakers. The lunch debate featured presentations by Carlos Diaz (Project Coordinator for Neuronet), Bart Vannieuwenhuysse (Co-Lead of EMIF) and Pierre Meulien (Executive Director of IMI)(**Fig.9** below).

The event had originally been planned for year 3 of NEURONET, but was brought forward by one year due to the ongoing negotiations regarding the multiannual financial framework (MFF), Horizon Europe and the Innovative Health Initiative (the successor to the IMI). To frame the

discussions around the importance of public-private partnerships for neurodegenerative disease research, the lunch debate was entitled “The Innovative Medicines Initiative (IMI): Advancing Alzheimer’s research through private-public partnerships”. A [detailed overview](#) of the lunch debate was published on the NEURONET website and disseminated via LinkedIn and Twitter.

During the lunch debate, Carlos Diaz outlined the work of the project in supporting the neurodegeneration portfolio of the IMI, as well as the opportunities to identify gaps and potential synergies between the different projects. Bart Vannieuwenhuyse then described how EMIF had established a foundational information framework supporting dementia research throughout Europe and beyond. Drawing the lunch debate to a close, Pierre Meulien provided an overview of the public-private partnerships (PPP) in relation to neurodegeneration research, also discussing how the new PPP programme in Horizon Europe may be shaped.



Figure 9. Speakers at the NEURONET-Alzheimer Europe lunch debate (L-R Pierre Meulien, Bart Vannieuwenhuyse, Christophe Hansen, Jean Georges [Executive Director of Alzheimer Europe] and Carlos Diaz)

2.7 Print and news media

2.7.1 Dementia in Europe magazine

Alzheimer Europe publishes the [Dementia in Europe magazine](#) three times per year. It is delivered to all the Members of the European Parliament (MEPs) and many high-level decision makers in the European Commission. It also reaches lawmakers and politicians in the countries of Alzheimer Europe’s member associations, who receive and further distribute numerous copies of each issue. In addition, the magazine is read by research professionals from public and private bodies, such as the JPND and the 2nd EU Joint Action on Dementia. Finally, the magazine is distributed to academic and scientific partners who work together with Alzheimer Europe in various projects.

As described in section 2.6.1 above, conference proceedings from the NEURONET public event were featured in Dementia in Europe magazines. In addition, the lunch debate co-hosted by NEURONET was featured in [Issue 33](#) of the magazine.

2.7.2 Press & news releases

NEURONET issued press releases addressed to different stakeholders to communicate major updates. The [first NEURONET press release](#) was published during the project's kick-off meeting at the end of March 2019 on the Newsweaver platform, and was delivered to [7,772](#) individuals (Alzheimer Europe news subscribers, including policymakers, regulators, researchers, clinicians, people with dementia & caregivers, and the general public). The press release email was opened by [2,032](#) recipients, of whom [178](#) clicked on the link to the NEURONET website. NEURONET also featured prominently in the [Alzheimer Europe press release's](#) (see Annex II) on their Annual Conferences (2019, 2020 & 2021). Target audiences for these press releases were the ND research community and IMI ND projects to raise awareness about the launch and ongoing work of NEURONET.

Subsequent press releases revolved around the launch of the Knowledge Base "[Neuronet releases Knowledge Base representing key information on 18 neurodegeneration research projects encompassing 386 million EUR of funding](#)" (1 February 2021) as well as the update of the Regulatory and HTA decision tool "[The Neuronet Coordination and Support Action releases updated Decision Tool for engagement with Regulatory and Health Technology Assessment bodies](#)" (09 May 2022). These releases were not only shared with partner institutions but also with the CEC for further dissemination through the individual project channels as well as featured through individual articles in Alzheimer Europe's Dementia in Europe Magazine. Furthermore, IMI & EFPIA were engaged for further dissemination support.

As well as publishing press releases via Mailchimp, NEURONET regularly updated CORDIS with news releases on its activities. CORDIS (Community Research and Development information Service) is the European Commission's primary source of information, results and outputs from EU-funded projects. NEURONET published six updates on CORDIS until the news submission service was closed:

- [The IMI launch a public-private coordination and support action \(NEURONET\) to develop an operational platform for its neurodegeneration projects](#) (21 March 2019)
- [Scientific Coordination Board meeting assembles project leaders from IMI neurodegenerative disease portfolio, encompassing €260 million in funding](#) (2 July 2019)
- [The Neuronet Coordination and Support Action on neurodegeneration research launches its website](#) (3 August 2019)
- [260 million EUR Research Programme on Neurodegeneration Featured at Alzheimer Europe Conference](#) (27 September 2019)
- [386 Million EUR Research Programme on Neurodegeneration Featured at Alzheimer Europe Conference](#) (20 January 2021)
- [Neuronet programme releases Knowledge Base representing key information on 18 neurodegeneration research projects encompassing 386 million EUR funding](#) (1, February 2021)

Finally, NEURONET published several news articles highlighting important events and results on science and science policy websites, such as ScienceX, Health Europa, EAN pages (European Academy of Neurology), EU Monitor and Phys.Org, as well as on the EU Health Policy Platform, a collaborative online communications tool that facilitates interactions between European Commission services, health-related interest groups and other stakeholders. These and all other external dissemination activities are listed in the NEURONET dissemination tracker (Annex II).

2.8 Changes from the initial communication plan

This section highlights specific changes from the initial communication plan.

Due to the COVID-19 pandemic and the associated lockdown measures, the Year 2 & 3 NEURONET public events (see section 2.6.1) were held online, as part of the virtual Annual Conference of Alzheimer Europe. As a result, the schedule of the event was amended: conference sessions were shortened slightly, and WP4 did not produce any brochures or printed media to publicise the event. To maintain the desired interactivity of the NEURONET sessions, WP4 hosted a virtual conference booth for NEURONET.

As indicated in section 2.6.2, although it was initially planned to feature NEURONET as part of a Lunch Debate with MEPs in year three of the CSA, participation in the event was shifted to the first 2020 lunch debate due to the ongoing negotiations over the budget and scope of the Horizon Europe programme. The event was a timely opportunity to highlight the achievements of the IMI in supporting neurodegeneration research and to discuss the continued support of PPPs in Horizon Europe.

3. Challenges & outlook

In D4.3 Interim report on dissemination activities (M18), WP4 identified a number of dissemination challenges: on the one hand, internal challenges that directly affect NEURONET channels & activities, and on the other hand, challenges experienced by the IMI ND projects that NEURONET aimed to help mitigate.

NEURONET retained the planned periodicity of face-to-face meetings, moving meetings to teleconferencing platforms. Attendance at meetings was generally good, although the virtual format of these meetings precluded one-to-one conversations or e.g. interviews with SCB or consortium members. The final NEURONET meeting on 1 July 2022 was held in Barcelona (Spain), to which all SCB members were invited.

Not all projects maintain a social media presence (Twitter, Facebook, LinkedIn), instead using their websites, newsletters or public events to disseminate information about their activities.

- To raise awareness and visibility of these projects within the ND community on social media, NEURONET created content and featured news items on these projects on its own Twitter, LinkedIn and YouTube channels, supporting outreach of the projects' public identity and communications.
- The CEC underlined that it would be useful to have a guideline with social media recommendations: Instead of duplicating efforts WP4 provided an overview with

guidance of best practice in the NEURONET forum as well as via email to all CEC members:

- The EU Guide to Science Communication, a couple of short videos about science communication in general, and some specific tips on how to improve your communication efforts
- The 60-minute workout webinar to increase the communication impact of your project
- The Social media guide for EU funded R&I projects
- IPR helpdesk brochure “Making the Most of Your H2020 Project. Boosting the impact of your project through effective communication, dissemination and exploitation”
- A frequently-reported issue for IMI ND projects is low website traffic and engagement, or low engagement with social media channels.
 - As described in the previous point, NEURONET social media activities aim to guide target audiences towards IMI ND project websites; for example, NEURONET and the CEC will continue to work together on common outreach activities such as the annual public events and social media campaigns.

Following the end of Neuronet’s IMI funding period (end of August 2022), certain communication activities aimed at promoting visibility of individual IMI ND project communications through Neuronet channels could potentially be automated.

Twitter

Automation of Neuronet’s Twitter account. This would entail automated re-tweets of individual IMI ND project Tweets (which would be free via a Twitter Developer account) excluding likes, since this would go against Twitter’s rules and policies.

Currently, WP4 monitors all Tweets of the IMI ND programme using notifications. In order to balance the visibility of individual projects (which produce a varying number of messages), not all Tweets are currently being re-tweeted (recurring Tweets are sometimes excluded).

The automation entails re-tweeting all Tweets by the portfolio with the exception of those projects whose representatives object, therefore only Tweets mentioning @IMI2_NEURONET will automatically be re-tweeted. The automation would be communicated about in the Neuronet profile description, so that users know that the messaging is automated.

News posts on imi-neuronet.org

Automation of recreating blog posts from individual IMI ND project websites.

Currently, WP4 uses a monitoring system to scan all IMI ND project websites for new news items. The team then re-creates relevant project news updates (again with a focus on a balanced representation of all projects) on the Neuronet website.

In order to avoid a negative impact on the individual project website's SEO ranking, they include a canonical URL for each post, ensuring that the projects receive a backlink for each post, which supports their SEO ranking, promoting visibility. Also, each re-created post clearly states that the original post has been posted on the individual IMI ND project website, including a link to the post. References like "we", "our" and similar are changed to "the consortium", "the project" and similar, to avoid any confusion by the user who reads the post on the Neuronet website. Furthermore, the image used for the original blog post is not used on the Neuronet website, instead the individual project logo in 500px 835px is being shown. Also, the post is tagged with the project acronym to ensure findability within the page search function.

WP4 explored the possibility to automate NEURONET's blog section on the www.imi-neuronet.org website via an RSS feed integration (WP-RSS-aggregator at an annual cost of USD 159). Unfortunately, due to the different set-up of the various project websites, this automation would only have worked for a few project websites (those that have an RSS feed) and even with these, WP4 encountered issues. It has been therefore decided not to rely on such an automation.

Sharing blog posts from www.imi-neuronet.org on social media

If the previous automation would have been activated, it would also have been possible to automate the sharing of these posts through social media (Tweets, Facebook Page, Instagram posts, excluding LinkedIn) using an application such as the [Uncanny Automator](#) at an annual cost of USD 149.

These posts would have had to rely on a less customised language than the ones individually written during the funding period.

Discussion with CEC

Generally, the idea of automations post-IMI funding was seen as a worthwhile effort in order to continue supporting individual IMI ND project communications through NEURONET, which would continue to be the go-to channel bringing together all IMI ND updates in one place. There was also broad consensus that any such automation should be clearly flagged as such on the platforms, in order to be transparent to the users. Static content on the NEURONET website will also be accompanied by a note that the static website pages will not be updated anymore post IMI-funding and that content may become outdated. The static website information will also be amended into past tense before the end of the IMI-funding period.

Annexes

Annex I Members of the Communication Expert's Community

Name	Institution	Project
Alex Schubert	ECNP	PRISM
Alexander Duyndam	Lygature	RADAR-AD
Angela Bradshaw	Alzheimer Europe	EPND & NEURONET
Annette Dumas	ASDM consulting	MOPEAD
Bridget Glaysher	Modus Ltd.	ADAPTED
Caroline Schuster	Arttic	PHAGO
Christophe Bintener	Alzheimer Europe	NEURONET & ROADMAP
Cindy Birck	Alzheimer Europe	AMYPAD, EPAD & NEURONET
Claudia Pfander	Arttic	PHAGO
Cora Meyer	Concentris	PRISM
Daniel Schmidtman & Alexandra Prodan	EMPIRICA	IDEA-FAST
David Dexter	Parkinson's UK	PD-MitoQUANT, & PD-MIND
Gabriele Wagner	Arttic	PHAGO
Isabel Rodríguez	Fundacio ACE	MOPEAD
Jelle Praet	Modis Ltd.	EMIF
Kirsten Leufgen	SCIPROM	IMPRIND
Beatrix Vereijken, Martin Aursand Berge & Mara Gabriela Diaconu	NTNU	Mobilise-D
Philippe Rocolle & Matthias Gossel	Sanofi	IM2PACT
Sara Stoeber	Concentris	EQIPD
Stefanie Schütte	Arttic	PHAGO
Veronique Gobry	SCIPROM	IMPRIND
Yoanna Daskalova	Lygature	RADAR-CNS & RADAR-AD

Annex II NEURONET dissemination tracker

ID	Title	Type of activity	Date (dd/mm/year)	Reference (e.g. website)
001	The Innovative Medicines Initiative launches a public-private coordination and support action (NEURONET) to develop an operational platform for its neurodegeneration projects	Press release	21/03/2019	http://alzheimereurope.newsweaver.com/ConferenceAnnouncement/8w4ryiy1ssc14p7eu75tbl?email=true&a=11&p=54726438
002	IMI launches NEURONET to develop an operational platform for its neurodegeneration platforms	Press release	21/03/2019	https://www.modis.com/en-be/insights/press-release/imi-launches-a-public-private-coordination-and-support-action-neuronet/
003	The Innovative Medicines Initiative launches a public-private coordination and support action (NEURONET) to develop an operational platform for its neurodegeneration projects	Press release	21/03/2019	https://phys.org/wire-news/314611875/the-innovative-medicines-initiative-launches-a-public-private-co.html
004	The Innovative Medicines Initiative launches a public-private coordination and support action (NEURONET) to develop an operational platform for its neurodegeneration projects	Press release	21/03/2019	https://cordis.europa.eu/news/rcn/130950/en
005	The Innovative Medicines Initiative: tackling neurodegenerative diseases for its neurodegeneration projects	Website for general public	22/03/2019	https://www.healtheuropa.eu/innovative-medicines-initiative-neurodegenerative-diseases/90872/
006	The Innovative Medicines Initiative launches a public-private coordination and support action	Website for general public	21/03/2019	https://www.flanders.bio/en/news/flandersbio-member-news/2019/march/the-innovative-medicines-initiative-launches-a-public-private-coordination-and-support-action/
007	From innovation to better treatments	Website for general public	27/05/2019	https://medium.com/parkinsons-uk/from-innovation-to-better-treatments-838dd17f78b9

008	Neuronet CSA introduction	Other	21/05/2019	-
009	Article on BBRC participation in Neuronet	Website for general public	24/05/2019	https://www.barcelonabeta.org/en/news/news/neuronet-will-boost-synergy-and-collaboration-across-imis-projects-neurodegenerative?utm_content=92649120&utm_medium=social&utm_source=Twitter&hss_channel=tw-219289844
010	Alzheimer Europe collaborates in a new coordination and support action of the Innovative Medicines Initiative	Website for general public	01/05/2019	https://www.eanpages.org/2019/05/01/news-from-alzheimer-europe-3/
011	La colaboración público-privada como impulsora de la I+D+i	Website for general public	05/07/2019	https://www.diariomedico.com/investigacion/la-colaboracion-publico-privada-como-impulsora-de-la-idi.html
012	Scientific Coordination Board meeting assembles project leaders from IMI neurodegenerative disease portfolio, encompassing €260 million funding	Website for general public	14/07/2019	https://cordis.europa.eu/event/rcn/147301_en.html?WT.mc_id=email-Notification
013	Scientific Coordination Board meeting assembles leaders from IMI neurodegenerative projects, encompassing € 260 million	Website for general public	12/07/2019	https://phys.org/wire-news/324371615/scientific-coordination-board-meeting-assembles-leaders-from-imi.html
014	The Neuronet Coordination and Support Action on neurodegeneration research launches its website	Website for general public	31/07/2019	https://synapse-managers.com/the-neuronet-coordination-and-support-action-on-neurodegeneration-research-launches-its-website/
015	The Neuronet Coordination and Support Action on neurodegeneration research launches its website	Website for general public	31/07/2019	https://www.alzheimer-europe.org/News/EU-projects/Wednesday-31-July-2019-The-Neuronet-Coordination-and-Support-Action-on-neurodegeneration-research-launches-its-website
016	The Neuronet Coordination and Support Action on neurodegeneration research launches its website	Website for general public	02/08/2019	https://cordis.europa.eu/news/rcn/131709_en.html

017	The Neuronet Coordination and Support Action on neurodegeneration research launches its website	Website for general public	31/07/2019	https://phys.org/wire-news/326000987/the-neuronet-coordination-and-support-action-on-neurodegeneratio.html
018	The Neuronet Coordination and Support Action on neurodegeneration research launches its website	Website for general public	06/08/2019	https://www.prlog.org/12782938-the-neuronet-coordination-and-support-action-on-neurodegeneration-research-launches-its-website.html
019	The Neuronet Coordination and Support Action on neurodegeneration research launches its website	Website for general public	06/08/2019	http://www.free-press-release.com/news-the-neuronet-coordination-and-support-action-on-neurodegeneration-research-launches-its-website-1565091375.html
020	Collaboration in Alzheimer's disease and beyond	Participation in activities organised jointly with other projects	23-25/10/2019	https://www.imi-neuronet.org/2019-event-the-hague/
021	NEURONET website launched	Website for general public	01/08/2019	https://imprind.org/news/?post_id=36&title=neuronet-website-launched
022	Collaboration kick-starts at NEURONET first Scientific Coordination Board	Website for general public	03/07/2019	https://www.imi-adapted.eu/single-post/2019/07/03/Collaboration-kick-starts-at-NEURONET-first-Scientific-Coordination-Board
023	The Innovative Medicines Initiative launches a public-private coordination and support action (NEURONET) to develop an operational platform for its neurodegeneration projects	Press release	21/04/2019	https://www.imi-adapted.eu/single-post/2019/03/25/The-Innovative-Medicines-Initiative-launches-a-public-private-coordination-and-support-action-NEURONET-to-develop-an-operational-platform-for-its-neurodegeneration-projects
024	IMI launches public-private coordination and support action (NEURONET) to develop an operational platform for its neurodegeneration projects	Press release	21/04/2019	https://roadmap-alzheimer.org/news/the-innovative-medicines-initiative-launches-a-public-private-coordination-and-support-action-neuronet-to-develop-an-operational-platform-for-its-neurodegeneration-projects/
025	The Neuronet Coordination and Support Action on neurodegeneration research launches its website	Website for general public	31/07/2019	https://roadmap-alzheimer.org/news/neuronet-launches-website/

026	The Neuronet Coordination and Support Action on neurodegeneration research launches its website	Website for general public	31/07/2019	http://ep-ad.org/2019/07/31/the-neuronet-coordination-and-support-action-on-neurodegeneration-research-launches-its-website/
027	The Neuronet Coordination and Support Action on neurodegeneration research launches its website	Website for general public	31/07/2019	https://amypad.eu/news/recent-news/the-neuronet-coordination-and-support-action-on-neurodegeneration-research-launches-its-website/
028	The Innovative Medicines Initiative launches a public-private coordination and support action (NEURONET) to develop an operational platform for its neurodegeneration projects	Press release	21/04/2019	https://amypad.eu/news/recent-news/imi-launches-public-private-coordination-and-support-action-neuronet-to-develop-an-operational-platform-for-its-neurodegeneration-projects/
029	Neuronet Scientific Coordination Board meeting	Website for general public	07/08/2019	https://prism-project.eu/en/neuronet-scientific-coordination-board-meeting/
030	NEURONET website launched	Website for general public	30/07/2019	https://imprind.org/news/?post_id=36&title=neuronet-website-launched
031	The Neuronet Coordination and Support Action on Neurodegeneration research launches its website	Website for general public	21/08/2019	https://www.radar-ad.org/newsroom/neuronet-coordination-and-support-action-neurodegeneration-research-launches-its-website
032	REGULATORY AND HTA ENGAGEMENT IN NEURODEGENERATIVE DISEASE RESEARCH: A DECISION TOOL	Poster presentation at a scientific meeting	11/06/2019	
033	Neuronet Newsletter Issue I	External newsletter	19/09/2019	https://mailchi.mp/02e6ec71a7f7/neuronet-newsletter-1
034	Benjamin Falcon discusses his research in Neuronet's first newsletter	Website for general public	20/09/2019	https://www2.mrc-lmb.cam.ac.uk/news-and-events/lmb-in-the-news/?y=2019
035	Spotlight on early-career investigators: an interview with Benjamin Falcon	Website for general public	20/09/2019	https://phys.org/wire-news/330418603/spotlight-on-early-career-investigators-an-interview-with-benjam.html
036	Neuronet launches social media campaign – Why we do what we do	Website for general public	13/09/2019	https://roadmap-alzheimer.org/news/neuronet-launches-social-media-campaign-why-we-do-what-we-do/

037	ROADMAP Data Cube featured in Neuronet newsletter	Website for general public	19/09/2019	https://roadmap-alzheimer.org/news/roadmap-data-cube-featured-in-neuronet-newsletter/
038	Neuronet launches its first newsletter issue and a social media campaign – Why we do what we do	Website for general public	23/09/2019	https://www.alzheimer-europe.org/News/EU-projects/Wednesday-31-July-2019-The-Neuronet-Coordination-and-Support-Action-on-neurodegeneration-research-launches-its-website
039	250 Million EUR Research Programme on Neurodegeneration Featured at Alzheimer Europe Conference	Website for general public	26/09/2019	https://www.prlog.org/12791004-250-million-eur-research-programme-on-neurodegeneration-featured-at-alzheimer-europe-conference.html
040	250 Million EUR Research Programme on Neurodegeneration Featured at Alzheimer Europe Conference	Website for general public	26/09/2019	https://phys.org/wire-news/331020005/250-million-eur-research-programme-on-neurodegeneration-featured.html
041	250 Million EUR Research Programme on Neurodegeneration Featured at Alzheimer Europe Conference	Website for general public	26/09/2019	https://cordis.europa.eu/event/rcn/147484/en
042	Interview of Benjamin Falcon on Neuronet	Website for general public	26/09/2019	https://imprind.org/news/?post_id=37&title=interview-of-benjamin-falcon-on-neuronet
043	CAEBi to present ADAPTED at Alzheimer Europe Conference 2019	Website for general public	15/10/2019	https://www.imi-adapted.eu/single-post/2019/10/15/CAEBi-to-present-ADAPTED-at-Alzheimer-Europe-Conference-2019
044	250 Million EUR Research Programme on Neurodegeneration Featured at Alzheimer Europe Conference, Den Haag	Website for general public	26/09/2019	https://www.montesquieu-institute.eu/9353000/1/j9vvj72dlowskug/vl2e7kdk74zt
045	250 Million EUR Research Programme on Neurodegeneration Featured at Alzheimer Europe Conference, Den Haag	Website for general public	26/09/2019	https://www.europa-nu.nl/id/vl2e7kdk74zt/agenda/250_million_eur_research_programme_on?ctx=vh6ukzb3nnt0&s0e=vifdl6zl7txx
046	Showcasing IMI projects - Neuronet at #29AEC	Press release	25/10/2019	http://alzheimereurope.newsweaver.com/ConferenceAnnouncement/1sy5ob68ev917bovvbl73l?email=true&a=11&p=55862477

047	250 Million EUR Research Programme on Neurodegeneration Featured at Alzheimer Europe Conference, Den Haag	Website for general public	29/10/2019	https://www.eumonitor.eu/9353000/1/j9vvik7m1c3gyxp/vl2e7kdk74zt?ctx=vh72ma0flbwg&tab=1&start_tab1=5
048	Alzheimer Europe Newsletter October 2019	External newsletter	31/10/2019	alzheimereurope.newsweaver.com/Newsletter/pqiyt0c2e2o17bovybl73l?i=2&a=5&p=55890736&t=29416949
049	PD-MitoQUANT joins Neuronet consortium of IMI-supported research projects	Website for general public	15/11/2019	https://www.pdmitoquant.eu/2019/11/pd-mitoquant-joins-neuronet-consortium-of-imi-supported-research-projects/
050	Neuronet convenes annual event on European research collaboration in Alzheimer's disease and beyond	Website for general public	25/10/2019	https://www.alzheimer-europe.org/News/EU-projects/Friday-25-October-2019-Neuronet-convenes-annual-event-on-European-research-collaboration-in-Alzheimer-s-disease-and-beyond
051	Neuronet Scientific Coordination Board meeting brings together project leaders in The Hague	Website for general public	23/10/2019	https://www.alzheimer-europe.org/News/EU-projects/Wednesday-23-October-2019-Neuronet-Scientific-Coordination-Board-meeting-brings-together-project-leaders-in-The-Hague
052	Neuronet Scientific Coordination Board meeting brings together project leaders in The Hague	Website for general public	23/10/2019	https://roadmap-alzheimer.org/news/neuronet-scientific-coordination-board-meeting-brings-together-project-leaders-in-the-hague/
053	ROADMAP presents at Neuronet's annual event on European research collaboration in Alzheimer's disease and beyond	Website for general public	25/10/2019	https://roadmap-alzheimer.org/news/roadmap-presents-at-neuronets-annual-event-on-european-research-collaboration-in-alzheimers-disease-and-beyond/
054	RADAR-AD's project leader Dag Aarsland talks at the 29th Alzheimer Europe Conference in The Hague "Making valuable connections"	Website for general public	30/10/2019	https://www.radar-ad.org/newsroom/radar-ad%E2%80%99s-project-leader-dag-aarsland-talks-29th-alzheimer-europe-conference-hague-%E2%80%9Cmaking
055	AMYPAD features at the 29th Alzheimer Europe Conference	Website for general public	30/10/2019	https://amypad.eu/news/recent-news/amypad-presents-at-the-29th-alzheimer-europe-conference/

056	Neuronet team meeting focuses on the key assets and collaborations of IMI neurodegeneration projects	Website for general public	20/11/2019	https://www.alzheimer-europe.org/News/EU-projects/Wednesday-20-November-2019-Neuronet-team-meeting-focuses-on-the-key-assets-and-collaborations-of-IMI-neurodegeneration-projects
057	Neuronet convenes annual event on European research collaboration in Alzheimer's disease and beyond	Website for general public	25/10/2019	http://ep-ad.org/2019/10/25/neuronet-convenes-annual-event-on-european-research-collaboration-in-alzheimers-disease-and-beyond/
058	Neuronet team meeting focuses on the key assets and collaborations of IMI neurodegeneration projects	External newsletter	12/02/2019	http://alzheimereurope.newsweaver.com/Newsletter/1372p9um0b017bovvbl73l?email=true&a=11&p=56076706
059	Neuronet convenes third Scientific Coordination Board meeting in Madrid	Website for general public	28/01/2020	https://www.alzheimer-europe.org/News/EU-projects/Tuesday-28-January-2020-Neuronet-convenes-third-Scientific-Coordination-Board-meeting-in-Madrid
060	Neuronet convenes third Scientific Coordination Board meeting in Madrid	External newsletter	28/01/2020	https://www.alzheimer-europe.org/content/download/194663/1451775/file/2020%20January.pdf https://www.alzheimer-europe.org/News/EU-projects/Tuesday-28-January-2020-Neuronet-convenes-third-Scientific-Coordination-Board-meeting-in-Madrid
061	European research collaboration in Alzheimer's disease and beyond #29AEC	Non-scientific and non-peer reviewed publications	17/02/2020	http://bit.ly/DementiaInEuropeMagazine2020
062	The Innovative Medicines Initiative (IMI): Advancing Alzheimer's research through private-public partnerships	Participation in activities organised jointly with other projects	18/02/2020	https://www.alzheimer-europe.org/News/Alzheimer-Europe/Tuesday-18-February-2020-Alzheimer-Europe-holds-lunch-debate-examining-European-research-collaborations
063	"Neuronet holds Consortium meeting in Brussels" & "Alzheimer Europe holds lunch debate examining European research collaborations"	External newsletter	03/02/2020	alzheimereurope.newsweaver.com/Newsletter/5aarwyi9dvn17bovvbl73l/external?email=true&i=2&a=5&p=56545038&t=29416949

064	Alzheimer Europe holds lunch debate examining European research collaborations	Website for general public	18/02/2020	https://www.alzheimer-europe.org/News/Alzheimer-Europe/Tuesday-18-February-2020-Alzheimer-Europe-holds-lunch-debate-examining-European-research-collaborations
065	Neuronet holds Consortium meeting in Brussels	Website for general public	18/02/2020	https://www.alzheimer-europe.org/News/EU-projects/Tuesday-18-February-2020-Neuronet-holds-Consortium-meeting-in-Brussels/(language)/eng-GB
066	Neuronet convenes a meeting of its Working Group on sustainability	Website for general public	18/05/2020	https://www.alzheimer-europe.org/News/EU-projects/Monday-18-May-2020-NEURONET-convenes-a-meeting-of-its-Working-Group-on-Sustainability/(language)/eng-GB
067	Neuronet convenes a meeting of its Working Group on Patient Privacy and Ethics	Website for general public	03/06/2020	https://www.alzheimer-europe.org/News/EU-projects/Wednesday-03-June-2020-Neuronet-convenes-a-meeting-of-its-Patient-Privacy-and-Ethics-Working-Group/(language)/eng-GB
068	Neuronet holds an online Scientific Coordination Board meeting	Website for general public	05/06/2020	https://www.alzheimer-europe.org/News/EU-projects/Friday-05-June-2020-Neuronet-convenes-an-online-meeting-of-its-Scientific-Coordination-Board/(language)/eng-GB
069	Meeting of the Neuronet Working Group on data sharing is held at Johnson & Johnson headquarters in Belgium	Website for general public	26/02/2020	https://www.alzheimer-europe.org/News/EU-projects/Wednesday-26-February-2020-Meeting-of-the-Neuronet-Working-Group-on-data-sharing-is-held-at-Johnson-Johnson-headquarters-in-Belgium/(language)/eng-GB
070	Dementia in Europe issue 33 published as an e-magazine	Non-scientific and non-peer reviewed publications	09/06/2020	https://www.alzheimer-europe.org/News/Alzheimer-Europe/Tuesday-09-June-2020-Dementia-in-Europe-issue-33-published-as-an-e-magazine/(language)/eng-GB

071	Neuronet to host an ECR session as part of its 2020 Public Event at #30AEC	Website for general public	13/08/2020	https://www.alzheimer-europe.org/News/EU-projects/Thursday-13-August-2020-Neuronet-to-host-an-ECR-session-as-part-of-its-2020-Public-Event-at-30AEC/(language)/eng-GB
072	Neuronet launches campaign: "The value of public-private collaboration & findings highlights"	Website for general public	11/09/2020	https://www.pdmitoquant.eu/2020/09/neuronet-launches-campaign-the-value-of-public-private-collaboration-findings-highlights/
073	Showcasing Innovative Medicines Initiative projects Neuronet at #30AEC the Alzheimer Europe Conference	Website for general public	23/10/2020	https://sciencex.com/wire-news/364883389/showcasing-innovative-medicines-initiative-projects-neuronet-at-3.html
074	RADAR-AD represented at 30th Alzheimer Europe virtual conference "Dementia in a changing world", 20th-22nd October 2020	Website for general public	28/10/2020	https://www.radar-ad.org/newsroom/radar-ad-represented-30th-alzheimer-europe-virtual-conference-%E2%80%9Cdementia-changing-world%E2%80%9D
075	AMYPAD represented at #30AEC	Website for general public	11/04/2020	https://amypad.eu/news/recent-news/amypad-represented-at-30aec/
076	Neuronet' interviews PRISM early career researcher Lianne Reus	Website for general public	09/12/2019	https://prism-project.eu/en/prism-study/
077	"Meeting of the Neuronet Working Group on data sharing is held at Johnson & Johnson headquarters in Belgium"	External newsletter	01/03/2020	https://www.alzheimer-europe.org/content/download/197603/1471624/file/2020%20March%20final.pdf
078	"NEURONET convenes a meeting of its Working Group on Sustainability"	External newsletter	01/06/2020	https://www.alzheimer-europe.org/content/download/200862/1493971/file/2020-05%20May.pdf
079	"Neuronet to host an ECR session as part of its 2020 Public Event at #30AEC"	External newsletter	01/09/2020	https://www.alzheimer-europe.org/content/download/211908/1570941/file/2020-09%20September%20.pdf
080	"Neuronet launches its social media campaign "The value of public-private collaboration & findings highlights"	External newsletter	01/10/2020	https://www.alzheimer-europe.org/content/download/219840/1626280/file/2020-10%20October.pdf

081	Neuronet annual event at the 30th Alzheimer Europe Conference	Website for general public	28/10/2020	https://synapse-managers.com/neuronet-30th-alzheimer-europe-conference/
082	Neuronet convenes 5th meeting of its Scientific Coordination Board	Website for general public	06/10/2020	https://synapse-managers.com/neuronet-convenes-5th-meeting-of-its-scientific-coordination-board/
083	Maßnahmen und Wirkungsmessung in der Außenkommunikation von wissenschaftlichen Projekten	Other	07/12/2020	=
084	PD-MitoQUANT Coordinator Prof Prehn participates in Neuronet roundtable at Alzheimer Europe Conference	Website for general public	27/10/2020	https://www.pdmitoquant.eu/2020/10/3475/
085	Working together to address common challenges for European neurodegeneration research: Neuronet hosts four sessions at #30AEC	Website for general public	22/10/2020	https://www.alzheimer-europe.org/News/EU-projects/Thursday-22-October-2020-Working-together-to-address-common-challenges-for-European-neurodegeneration-research-Neuronet-hosts-four-sessions-at-30AEC
086	Challenges and best practice: Neuronet Working Group on data sharing holds an online meeting	Website for general public	17/12/2020	https://www.alzheimer-europe.org/News/EU-projects/Thursday-17-December-2020-Challenges-and-best-practice-Neuronet-Working-Group-on-data-sharing-holds-an-online-meeting
087	Alzheimer Europe Conference features 386 Million EUR Research Programme on Neurodegeneration	Website for general public	18/01/2021	https://www.alzheimer-europe.org/News/EU-projects/Monday-18-January-2021-Alzheimer-Europe-Conference-features-386-Million-EUR-Research-Programme-on-Neurodegeneration
088	Neuronet releases Knowledge Base representing key information on 18 neurodegeneration research projects encompassing 386 million EUR of funding	Website for general public	01/02/2021	https://www.alzheimer-europe.org/News/EU-projects/Monday-01-February-2021-Neuronet-releases-Knowledge-Base-representing-key-information-on-18-neurodegeneration-research-projects-encompassing-386-million-EUR-of-funding

089	"Challenges and best practice: Neuronet Working Group on data sharing holds an online meeting"	External newsletter	27/12/2020	https://www.alzheimer-europe.org/content/download/231633/1708471/file/2020-12%20December.pdf
090	"Alzheimer Europe Conference features 386 Million EUR Research Programme on Neurodegeneration" & "Neuronet releases Knowledge Base representing key information on 18 neurodegeneration research projects encompassing 386 million EUR of funding"	External newsletter	02/02/2021	https://www.alzheimer-europe.org/content/download/231768/1709155/file/2021-01%20January%20final.pdf
091	IMI's Neuronet Project rolls out Knowledge Base dashboard	Website for general public	26/02/2021	https://www.pdmitoquant.eu/2021/02/imis-neuronet-rolls-out-knowledge-base-dashboard/
092	"Neuronet programme launches Knowledge Base" & "Showcasing European research initiatives at #30AEC"	Non-scientific and non-peer reviewed publications	24/02/2021	https://www.alzheimer-europe.org/content/download/231895/1709894/file/Dementia%20in%20Europe%20magazine_issue%2035_February%202021.pdf
093	Neuronet Newsletter Issue II	External newsletter	06/01/2020	http://bit.ly/Neuronet-newsletter-2
094	Neuronet Newsletter Issue III	External newsletter	10/03/2020	https://mailchi.mp/d1aa3fb8b39a/neuronet-newsletter-3
095	Neuronet Newsletter Issue IV	External newsletter	30/06/2020	https://mailchi.mp/46a51b0cb437/neuronet-newsletter-issue-4
096	Neuronet Newsletter Issue V	External newsletter	30/09/2020	https://mailchi.mp/d32a5368a010/neuronet-newsletter-issue-5
097	Neuronet Newsletter Issue VI	External newsletter	15/02/2021	https://mailchi.mp/02e6ec71a7f7/neuronet-newsletter-1
098	Neuronet Press Release Knowledge Base	Press release	01/02/2021	https://us20.campaign-archive.com/?u=2ba88b3faff70d1dc5d5df35b&id=664ec681b6
099	386 Million EUR Research Programme on Neurodegeneration Featured at Alzheimer Europe Conference	Website for general public	19/01/2021	https://sciencex.com/wire-news/372575493/386-million-eur-research-programme-on-neurodegeneration-featured.html

100	Neuronet releases Knowledge Base dashboard representing key information on 18 neurodegeneration research projects	Website for general public	18/01/2021	https://sciencex.com/wire-news/372423522/neuronet-releases-knowledge-base-dashboard-representing-key-info.html
101	Neuronet releases Knowledge Base dashboard representing key information on 18 neurodegeneration research projects	Website for general public	18/01/2021	https://sciencex.com/wire-news/372423522/neuronet-releases-knowledge-base-dashboard-representing-key-info.html
102	Showcasing Innovative Medicines Initiative projects Neuronet at #30AEC the Alzheimer Europe Conference	Website for general public	22/10/2020	https://phys.org/wire-news/364883389/showcasing-innovative-medicines-initiative-projects-neuronet-at-3.html
103	Neuronet releases Knowledge Base with key information on 18 neurodegeneration research projects	Website for general public	01/02/2021	https://www.prlog.org/12856222-neuronet-releases-knowledge-base-with-key-information-on-18-neurodegeneration-research-projects.html
104	Neuronet programme releases Knowledge Base representing key information on 18 neurodegeneration research projects encompassing 386 million EUR funding	Website for general public	01/02/2021	https://cordis.europa.eu/article/id/428848-neuronet-programme-releases-knowledge-base-representing-key-information-on-18-neurodegenerati
105	IMI2 Neuronet programme releases Knowledge Base dashboard	Website for general public	01/02/2021	https://www.dementiaresearcher.nihr.ac.uk/imi2-neuronet-programme-releases-knowledge-base-dashboard/
106	386 Million EUR Research Programme on Neurodegeneration Featured at Alzheimer Europe Conference	Website for general public	20/01/2021	https://cordis.europa.eu/article/id/428847-386-million-eur-research-programme-on-neurodegeneration-featured-at-alzheimer-europe-conferen
107	386 Million EUR Research Programme on Neurodegeneration Featured at Alzheimer Europe Conference	Website for general public	18/01/2021	https://www.prlog.org/12854379-386-million-eur-research-programme-on-neurodegeneration-featured-at-alzheimer-europe-conference.html
108	Neuronet releases Knowledge Base representing key information on 18 neurodegeneration research projects encompassing 386 million EUR of funding	Website for general public	01/02/2021	https://roadmap-alzheimer.org/news/neuronet-releases-knowledge-base-representing-key-information-on-18-neurodegeneration-research-projects-encompassing-386-million-eur-of-funding/

109	Neuronet releases its Knowledge Base dashboard	Website for general public	01/02/2021	http://ep-ad.org/2021/02/01/neuronet-releases-its-knowledge-base-dashboard/
110	Neuronet releases its Knowledge Base dashboard	Website for general public	01/02/2021	https://amypad.eu/news/recent-news/neuronet-releases-its-knowledge-base-dashboard/
111	"Neuronet Working Group on HTA and regulatory interactions holds an online meeting, identifying key challenges relating to the use and development of digital endpoints", "Neuronet convenes 6th meeting of its Scientific Coordination Board" & "Neuronet convenes a meeting of its Working Group on data sharing, addressing FAIR data, technical challenges and digital technologies"	External newsletter	01/04/2021	https://www.alzheimer-europe.org/content/download/232165/1711338/file/2021-03%20March%20Alzheimer%20Europe%20newsletter.pdf
112	Neuronet Working Group on HTA and regulatory interactions holds an online meeting, identifying key challenges relating to the use and development of digital endpoints	Website for general public	15/02/2021	https://www.alzheimer-europe.org/News/EU-projects/Monday-15-February-2021-Neuronet-Working-Group-on-HTA-and-regulatory-interactions-holds-an-online-meeting-identifying-key-challenges-relating-to-the-use-and-development-of-digital-endpoints
113	Neuronet convenes 6th meeting of its Scientific Coordination Board	Website for general public	22/03/2021	https://www.alzheimer-europe.org/News/EU-projects/Monday-22-March-2021-Neuronet-convenes-6th-meeting-of-its-Scientific-Coordination-Board
114	Neuronet convenes a meeting of its Working Group on data sharing, addressing FAIR data, technical challenges and digital technologies	Website for general public	05/03/2021	https://www.alzheimer-europe.org/News/EU-projects/Friday-05-March-2021-Neuronet-convenes-a-meeting-of-its-Working-Group-on-data-sharing-addressing-FAIR-data-technical-challenges-and-digital-technologies
115	From research and innovation to clinical and care practice	Oral presentation at scientific meeting	22/10/2020	https://www.imi-neuronet.org/2020-virtual/
116	Neuronet Regulatory Working Group – focus on the Decision Tool	Oral presentation at scientific meeting	21/10/2020	https://www.imi-neuronet.org/2020-virtual/

117	ROADMAP: Real-World Data supporting regulatory & health technology	Oral presentation at scientific meeting	21/10/2020	https://www.imi-neuronet.org/2020-virtual/
118	Adopting best practice on patient privacy – report on Neuronet Working Group activities	Oral presentation at scientific meeting	20/10/2020	https://www.imi-neuronet.org/2020-virtual/
119	Adopting best practice on data sharing – report on Neuronet Working Group activities	Oral presentation at scientific meeting	20/10/2020	https://www.imi-neuronet.org/2020-virtual/
120	Working together to address common challenges for European neurodegeneration research	Participation in activities organised jointly with other projects	20-22/10/2020	https://www.imi-neuronet.org/2020-virtual/
121	Communication representatives of neurodegeneration research projects exchange on best practices	Website for general public	07/05/2021	https://www.alzheimer-europe.org/News/EU-projects/Friday-07-May-2021-Communication-representatives-of-neurodegeneration-research-projects-exchange-on-best-practices
122	Neuronet ECR submission for the virtual Alzheimer Europe Conference is open!	Website for general public	21/05/2021	https://www.alzheimer-europe.org/News/EU-projects/Friday-21-May-2021-Neuronet-ECR-submission-for-the-virtual-Alzheimer-Europe-Conference-is-open
123	"Communication representatives of neurodegeneration research projects exchange on best practices" & "Neuronet ECR submission for the virtual Alzheimer Europe Conference is open!"	External newsletter	03/06/2021	https://www.alzheimer-europe.org/sites/default/files/2021-11/2021-05%20Alzheimer%20Europe%20newsletter.pdf
124	IMI impact on dementia, How IMI projects have addressed the challenge & 'moved the needle', Solutions from IMI projects	Participation in activities organised jointly with other projects	15/06/2021	https://www.imi.europa.eu/news-events/events/imi-impact-dementia-event
125	NEURONET hosts meetings of its Patient Privacy & Ethics and Data Sharing working groups	Website for general public	11/06/2021	https://www.alzheimer-europe.org/news/neuronet-hosts-meetings-its-patient-privacy-ethics-and-data-sharing-working-groups
126	Spotlight on early-career researchers: a Neuronet interview with Lena Sannemann	Non-scientific and non-peer reviewed publications	15/06/2021	http://bit.ly/DementiaInEurope36

127	NEURONET hosts meetings of its Patient Privacy & Ethics and Data Sharing working groups	Website for general public	11/06/2021	https://www.alzheimer-europe.org/news/neuronet-hosts-meetings-its-patient-privacy-ethics-and-data-sharing-working-groups
128	Innovative Medicines Initiative publishes videos from its "Impact on dementia" event	Website for general public	21/06/2021	https://www.alzheimer-europe.org/news/innovative-medicines-initiative-publishes-videos-its-impact-dementia-event
129	"NEURONET hosts meetings of its Patient Privacy & Ethics and Data Sharing working groups" & "Innovative Medicines Initiative publishes videos from its "Impact on dementia" event"	External newsletter	01/07/2021	https://www.alzheimer-europe.org/sites/default/files/2021-06_alzheimer_europe_newsletter.pdf
130	Alzheimer Europe hosts European Parliament Workshop on "The Innovative Health Initiative: Building on the success of the Innovative Medicines Initiative"	Website for general public	28/09/2021	https://www.alzheimer-europe.org/news/alzheimer-europe-hosts-european-parliament-workshop-innovative-health-initiative-building
131	"Alzheimer Europe hosts European Parliament Workshop on "The Innovative Health Initiative: Building on the success of the Innovative Medicines Initiative""	External newsletter	01/10/2021	https://www.alzheimer-europe.org/sites/default/files/2021-11/2021-10%20October%20-%20FINAL.pdf
132	EWGPWD participates in Neuronet consultation on priorities and gaps in biomedical research	Website for general public	13/10/2021	https://www.alzheimer-europe.org/news/ewgpwd-participates-neuronet-consultation-priorities-and-gaps-biomedical-research
133	Neuronet hosts an online meeting of its Data Sharing working group	Website for general public	14/10/2021	https://www.alzheimer-europe.org/news/neuronet-hosts-online-meeting-its-data-sharing-working-group
134	Neuronet convenes 7th meeting of its Scientific Coordination Board	Website for general public	21/10/2021	https://www.alzheimer-europe.org/news/neuronet-convenes-7th-meeting-its-scientific-coordination-board

135	"EWGPWD participates in Neuronet consultation on priorities and gaps in biomedical research", "Neuronet hosts an online meeting of its Data Sharing working group " & "Neuronet convenes 7th meeting of its Scientific Coordination Board"	External newsletter	01/11/2021	https://www.alzheimer-europe.org/sites/default/files/2021-11/2021-10%20October%20-%20FINAL.pdf
136	Neuronet social media campaign "Programme impact analysis – where we are and where we need to go"	Website for general public	16/11/2021	https://www.alzheimer-europe.org/news/neuronet-social-media-campaign-programme-impact-analysis-where-we-are-and-where-we-need-go
137	"Neuronet social media campaign "Programme impact analysis – where we are and where we need to go""	External newsletter	01/12/2021	https://www.alzheimer-europe.org/sites/default/files/2021-12/2021-11%20November_0.pdf
138	31st Alzheimer Europe Virtual Conference "Resilience in dementia: Moving beyond the COVID-19 pandemic" brings together over 600 participants from 38 countries	Website for general public	30/11/2021	https://www.alzheimer-europe.org/news/31st-alzheimer-europe-virtual-conference-resilience-dementia-moving-beyond-covid-19-pandemic
139	"31st Alzheimer Europe Virtual Conference "Resilience in dementia: Moving beyond the COVID-19 pandemic" brings together over 600 participants from 38 countries"	Press release	29/11/2021	http://alzheimereurope.newsweaver.com/ConferenceAnnouncement/1lh8x4hu0t
140	Second day of virtual Alzheimer Europe Conference focuses on lessons learned from the COVID-19 pandemic and on innovations in dementia diagnosis and care through new technologies	Website for general public	01/12/2021	https://www.alzheimer-europe.org/news/second-day-virtual-alzheimer-europe-conference-focuses-lessons-learned-covid-19-pandemic-and
141	"Second day of virtual Alzheimer Europe Conference focuses on lessons learned from the COVID-19 pandemic and on innovations in dementia diagnosis and care through new technologies"	Press release	30/11/2021	http://alzheimereurope.newsweaver.com/ConferenceAnnouncement/ziwa5mslckf

142	Final day of virtual Alzheimer Europe Conference focuses on inclusivity, on dementia as a public health challenge and on new approaches to care and treatment	Website for general public	02/12/2021	https://www.alzheimer-europe.org/news/final-day-virtual-alzheimer-europe-conference-focuses-inclusivity-dementia-public-health
143	"Final day of virtual Alzheimer Europe Conference focuses on inclusivity, on dementia as a public health challenge and on new approaches to care and treatment"	Press release	01/12/2021	http://alzheimereurope.newsweaver.com/ConferenceAnnouncement/1d8bno29gss
144	Elevating the patient voice: public involvement in Innovative Medicines Initiative neurodegeneration projects	Participation in activities organised jointly with other projects	29/11/2021	https://www.imi-neuronet.org/2021-virtual/
145	The Neuronet approach: supporting collaboration and showcasing achievements	Oral presentation at scientific meeting	29/11/2021	https://www.imi-neuronet.org/2021-virtual/
146	Data sharing & Re-use	Oral presentation at scientific meeting	29/11/2021	https://www.imi-neuronet.org/2021-virtual/
147	Health Technology Assessment/Regulatory	Oral presentation at scientific meeting	29/11/2021	https://www.imi-neuronet.org/2021-virtual/
148	Ethics & Patient Privacy	Oral presentation at scientific meeting	29/11/2021	https://www.imi-neuronet.org/2021-virtual/
149	Sustainability	Oral presentation at scientific meeting	29/11/2021	https://www.imi-neuronet.org/2021-virtual/
150	From bench to bedside: preclinical research in Innovative Medicines Initiative neurodegeneration projects	Oral presentation at scientific meeting	30/11/2021	https://www.imi-neuronet.org/2021-virtual/
151	Looking to the future: Impact of the Innovative Medicines Initiative's neurodegeneration portfolio	Participation in activities organised jointly with other projects	01/12/2021	https://www.imi-neuronet.org/2021-virtual/
152	Neuronet Newsletter Issue VII	External newsletter	27/05/2021	http://bit.ly/Neuronet-Newsletter-7
153	Neuronet Newsletter Issue VIII	External newsletter	21/09/2021	http://bit.ly/Neuronet-Newsletter-8
154	Neuronet Newsletter Issue IX	External newsletter	17/01/2022	http://bit.ly/NeuronetNewsletter9

155	Neuronet convenes annual event on European research collaboration in Alzheimer's disease & beyond	Website for general public	22/12/2021	https://www.alzheimer-europe.org/news/neuronet-convenes-annual-event-european-research-collaboration-alzheimers-disease-beyond
156	A NETWORK FOR NEURODEGENERATION RESEARCH	Non-scientific and non-peer reviewed publications	01/02/2022	https://edition.pagesuite-professional.co.uk/html5/reader/production/default.aspx?pubname=&edid=f76f2778-bdbd-403c-8e2b-e4a3b83cbb12
157	Neuronet: A new network for neurodegeneration research	Website for general public	23/11/2021	https://www.healtheuropa.eu/neuronet-a-new-network-for-neurodegeneration-research/111863/
158	Showcasing collaboration in European research initiatives at #31AEC	Non-scientific and non-peer reviewed publications	01/03/2022	https://www.alzheimer-europe.org/resources/publications
158	Showcasing collaboration in European research initiatives at #31AEC	Non-scientific and non-peer reviewed publications	01/02/2021	https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwjsmon148_4AhUFO-wKHWyQCyAQFnoECCAQAQ&url=https%3A%2F%2Fhtai.org%2Fwp-content%2Fuploads%2F2021%2F03%2F03Bulletin_February2021.pdf&usg=AOvVaw1CtqbQ8l1SizISZkWhvOLs
159	Synapse reúne a los socios y miembros del Comité de Coordinación Científico de la iniciativa europea Neuronet	Press release	05/07/2022	https://www.diariosigloxxi.com/texto-diario/mostrar/3815720/synapse-reune-socios-miembros-comite-coordinacion-cientifico-iniciativa-europea-neuronet
160	Neuronet members hold final meeting with Scientific Coordination Board	Website for general public	01/07/2022	https://www.alzheimer-europe.org/news/neuronet-members-hold-final-meeting-scientific-coordination-board
161	"Neuronet members hold final meeting with Scientific Coordination Board"	External newsletter	01/09/2022	https://www.alzheimer-europe.org/resources/publications

162	"The Neuronet Coordination and Support Action releases updated Decision Tool for engagement with Regulatory and Health Technology Assessment bodies"	Website for general public	09/05/2022	https://www.alzheimer-europe.org/news/neuronet-coordination-and-support-action-releases-updated-decision-tool-engagement-regulatory
163	"The Neuronet Coordination and Support Action releases updated Decision Tool for engagement with Regulatory and Health Technology Assessment bodies"	External newsletter	01/06/2022	https://www.alzheimer-europe.org/sites/default/files/2022-06/2022-05_alzheimer_europe_newsletter.pdf
164	"Neuronet project publishes 10th Newsletter – showcasing the achievements of IMI's neurodegeneration research programme"	Website for general public	25/04/2022	https://www.alzheimer-europe.org/news/neuronet-project-publishes-10th-newsletter-showcasing-achievements-imis-neurodegeneration
165	"Neuronet convenes 8th meeting of its Scientific Coordination Board"	Website for general public	04/04/2022	https://www.alzheimer-europe.org/news/neuronet-convenes-8th-meeting-its-scientific-coordination-board
166	"Neuronet convenes 8th meeting of its Scientific Coordination Board" & "Neuronet project publishes 10th Newsletter – showcasing the achievements of IMI's neurodegeneration research programme"	External newsletter	01/05/2022	https://www.alzheimer-europe.org/sites/default/files/2022-05/2022-04_alzheimer_europe_newsletter.pdf
167	"NEURONET hosts meetings of its Patient Privacy & Ethics and Data Sharing working groups"	Website for general public	01/03/2022	https://www.alzheimer-europe.org/news/neuronet-hosts-meetings-its-patient-privacy-ethics-and-data-sharing-working-groups-0
168	NEURONET hosts meetings of its Patient Privacy & Ethics and Data Sharing working groups	External newsletter	01/04/2022	https://www.alzheimer-europe.org/sites/default/files/2022-04/2022-03%20Alzheimer%20Europe%20newsletter.pdf
169	Neuronet presentation at IDEA-FAST monthly meeting	Oral presentation at scientific meeting	09/06/2022	-
170	"Neuronet publishes series of project introduction videos during Brain Awareness Week"	Website for general public	29/03/2022	https://www.alzheimer-europe.org/news/neuronet-publishes-series-project-introduction-videos-during-brain-awareness-week