Deliverable D8.1

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Executive Summary

This report presents the GenDAI Dissemination, Communication and Exploitation Plan (DCEP) containing the initial decisions made and preparatory measures executed to pave the way for continuous outreach with stakeholders beyond consortium boundaries and to the future exploitation of project results.

The DCEP contains the strategy for dissemination and communication -outreach- with our targeted audiences. It comprises the audience segmentation, our selected priority targeted audience groups and the key messages to be delivered to such audiences. It also reports on the launching of the communication channels and vehicles as well as the dissemination actions already identified to be performed in the first months of the project lifetime.

Detailed programming and execution of the actions contained in the DCEP are aimed at maximising the scientific, social and economic impacts after the project timeline and exploring and designing paths to promote adoption of project outputs by scientific researchers, organisations providing healthcare services and IT solutions developers.

This document also provides additional guidance for the continuous market intelligence gathering, business modelling, leading to the future formulation of the Exploitation component of the DCEP. This includes providing insights for the validation of GENDAI results across the project lifecycle, when GENDAI outputs become available for showcasing their value beyond the consortium boundaries.

Given its nature and purpose, the intended audience/priority readers of this deliverable are:

- GenDAI Workpackage leaders and team managers in charge of decision making on outputs production/delivery, and
- All project team members involved in the development of the GenDAI-enabled solutions, who will be engaged in the dissemiantion, communication and exploitation of GenDAI results.

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1 Introduction

This first deliverable issued by the WP8 Dissemination, Communication and Exploitation team informs on the planning of project works aimed at generating future impacts beyond consortium boundaries. Formally, this report delivers the initial results of task T8.1 Project Dissemination, Communication and Exploitation Plan (DCEP). This plan comprises three types of activities:

a. Dissemination: sharing the nature, objectives and intended results of the project with targeted audiences and publicising this content to wider audiences
b. Communication: Activities aimed at generating engagement and commitment (i.e. promoting potential decisions) to use GenDAI outputs and/or to participate/contribute/cooperate to enhance project´s actions
c. Exploitation: Take-up and usage (especially by third-parties) of the project´s research results and/or innovative tools developed through GenDAI

Given their nature, Dissemination & Communication (D+C) activities will occur during the project´s 36 months lifecycle while Exploitation ones will occur mainly after the final results of GenDAI become available, at the end of the project timeframe.

The DCEP contains refined definitions about a) project´s targeted audiences; b) the key information and messages to be disseminated; c) the initial portfolio of preparatory tasks and Action Lines of D+C to be performed by the consortium.

The formulation of this report is based upon:

- The rationale underlying the creation of the GenDAI project and the specifications **of** the DOA
- Preliminary findings in the early consultations with stakeholders, related to subjects such as the competitive landscape for future deployment of the intended GenDAI diagnosis platform **and the requirements for its succesful landing in the marketplace**.
- Participation **of GenDAI staff** in third party events, which allowed to gather insights directly from state-of-the-art presentations and debates among top level researchers, practitioners and domain experts as well as to identify and contact key **players for subsequent D+C actions.**
- Desk research to look at existing experiences and extract good practices that are relevant and could be applied to project D+C actions geared to support future GenDAI-enabled exploitation paths. These analyses covered some purely competitive marketplace operations as well as public sector (e.g. EC policies and Member State healthcare related initiatives). Desk research included the collection and review of a variety of published sources such as market research reports, white papers, articles in specialised publications, policy roadmaps and prospective studies, as well as statistics, directories and market players' databases.

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2 Configuration of the DCEP

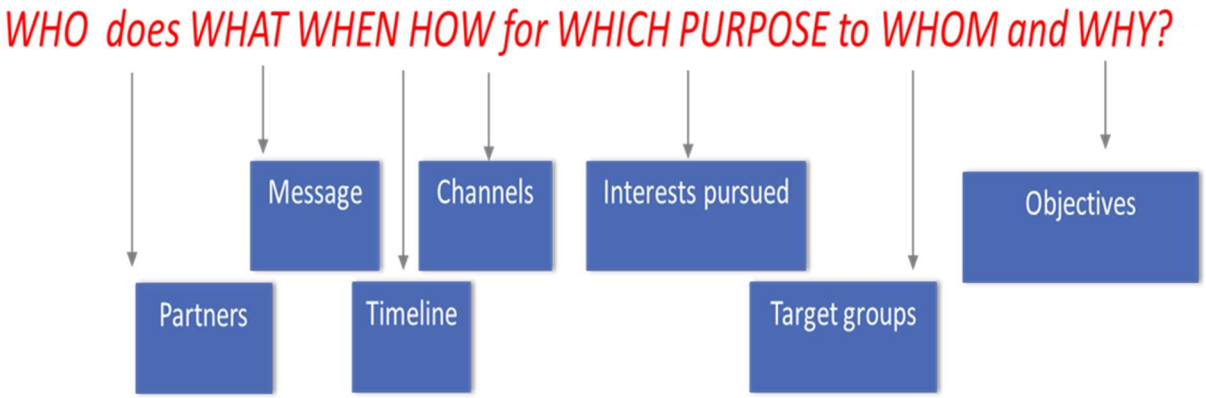
2.1 DCEP Objectives

The overall objectives for the DCEP are to:

- Secure and feed communication flows between the Consortium and targeted stakeholders
- **Ensure adequate** awareness levels amongst target groups about the benefits **arising** from GenDAI.
- Set up the initial D+C actions to engage early adopters of GENDAI's results once the results of the project start to be available for showcasing them to our targeted audiences
- Pave the way for sustainable exploitation of GENDAI outputs after EU funding ends
- Support the design and implementation of the GENDAI-enabled Exploitation Strategy.

2.2 The overall D+C strategy

The D+C strategy defines the parties, the activities and the paths involved in the effort to accomplish the objectives established for the DCEP. Within this context, we will dynamically pursue the optimal interrelation between the targeted audiences, the messages to be delivered and the communication channels we use for such purpose.



2.2.1 DCEP Target Groups

GENDAI priority audiences that should enable/facilitate success in taking up project results comprise the following stakeholder groups:

- Target group 1 **(TG1)**: Clinical Diagnoses Labs as prime pote**nt**ial users of the GenDAI platform
- T**G** 2: Scientific Researchers active across the medical science fields related to GenDAI and/or computer science disciplines**.** Within this TG we will pay special attention to ongoing MSCA "sibling" projects as well as to other related EC projects and similar initiatives funded by national/regional governments across EU
- T**G** 3: Developers of ICT products and services oriented to healthcare services markets and/or potentially interested in the technologies developed by GenDAI
- T**G** 4: Healthcare ecosystem policymakers and funding agencies.

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These TGs constitute our priority audiences, which in turn are directed to the users, the final beneficiaries (scientists from public and private sectors; industrial innovators) of data intensive solutions. All these groups will be approached along the project lifetime to make them aware of the GENDAI project, its nature and aims, to further understand its concept, technical background, benefits and likely usage. The most important of all of these for GENDAI is to engage with TG players who should uptake the project results. In this sense, engagement accomplished with early adopters is highly relevant.

Once the project begins to deliver results, we will match messages to the different decision makers and address them on existing solutions to their research problems. At this point we will deploy deeper actions promoting understanding, later engagement with TGs, and finally influence action taking.

Regarding these TGs, the plan is to identify, personalise and establish contact points with representatives from each of them, to later carry out direct marketing actions, given that these market segments have a relatively small number of well-identifiable relevant players.

Since the beginning of the project, we have identified a group of MSCA SE projects (See Table 1) which we will contact asap to investigate possible fields of collaboration e.g. in joint D+C actions.

Table 1. Tier 1 MSCA SE projects

Project name	**Acronym**
Extracellular Vesicle Research Exchanges for Advanced Biomarkers and Therapeutics	EVEREST
Engineering Vascularized Implants for Personalised Osteochondral Tissue Regeneration: From medical imaging to pre-clinical validation	EngVIPO
Systems Biology, Artificial Intelligence and Advanced BiOtechnology Approaches to Improve Soil BioREMediation	BIOREM
AI and machine learning assisted development of greener formulations and pharmaceutical processes based on amorphous solid dispersions	i-GREENPHARM
Integrating novel data, artificial intelligence and molecular behaviour to expand functional characterization of intrinsically disordered proteins	IDPfun2
EXPANDing the value of Extracellular Vesicles as carriers of biomarker and therapy in precision healthcare	EXPAND-EV
AI for Health: Evaluation of Applications & Datasets	AHEAD
The GRASSHOPPER network: Jumping forward from preclinical development of pediatric cancer drugs to clinical implementation	GRASSHOPPER

2.2.2 Key messages to targeted audiences

In a D+C strategy the "*messages*" are the set of arguments, reasons and facts to be used as agreed upon statements to help convincing our targeted audiences to engage in the "adoption journey" i.e. going from the current lack of knowledge about GenDAI to awareness and ultimately deciding to adopt/support/use GenDAI results.

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In GenDAI, outreach is driven by the impacts we intend to generate, which involve effectively solving seemingly impossible challenges, creating dialogue and building trust to enable a wider collaboration and knowledge exchange, and expanding potential users' bases. To support these decisions to occur, we must advance our intentions to pave the way when project results ultimately hit the ground.

Our messages are backed by this main idea: "Why should clinical analysis services providers, on the one hand, and/or researchers in related fields on the other hand consider using GenDAI results?". This will happen only if they perceive VALUE in such GenDAI's outputs offering.

GenDAI key dissemination messages refer to three main concepts:

a) GenDAI's project mission/ultimate goals,
b) GenDAI's Value Proposition: services, prototypes and tools to boost innovation and
c) scientific breakthroughs the adopters of GenDAI outputs will be able to leverage upon

In practical terms, the main statements we have developed so far include:

A) What is GenDAI and what do we want to provide:

- GenDAI is an interdisciplinary and intersectoral research and innovation project, strongly based on cross-fertilisation and knowledge-sharing among academic and industry players.
- GenDAI brings together the combined experience and efforts of 4 leading academic institutions and 2 seasoned SMEs, located in Germany, Ireland and Italy.
- GenDAI started in September 2024 and will run until August 2027.
- GenDAI addresses key healthcare challenges: the need for more precise, efficient, and personalized diagnostic tools in healthcare and the growing socio-economic burdens associated with ageing population and wide spreading of chronic diseases.

B) How GenDAI will proceed to produce its intended results:

- GenDAI seizes multiple opportunities for innovation as current genomic diagnostic tools are limited in accuracy, speed in delivery of results and compliance with healthcare legal requirements.
- GenDAI leverages emerging technologies, untapping the potential of metagenomics to deliver powerful clinical analyses and medical diagnoses, while integrating AI techniques with bioinformatics to dramatically improve analyses of complex medical data and diagnostic accuracy and timeliness.

C) What we will achieve as main results:

- GenDAI will empower further advances in Personalized Medicine, offering the EU healthcare value chain open solutions with digital tools to empower early-stage clinical analyses and support visible progress in health assessment, while reducing the healthcare systems´ reaction time and operational costs.
- GenDAI works are focused in developing a comprehensive Diagnostic Platform, innovating in biomarker discovery, ensuring regulatory compliance, patients´ data security, and enhancing user (clinician´s) experience through interactive reporting.
- GenDAI results delivery is driven by the following Research and Innovation Objectives:
  - ✓ Create new metagenomic exemplary datasets containing microbiome samples from stool of patients suffering from a pervasive illness (inflammatory bowel disease);

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- ✓ Develop and integrate an advanced Diagnostics Workflow, focusing on implementing a fully automated data processing pipeline;
- ✓ Provide a robust, cloud-based foundation for the development of the diagnostic platform that integrates advanced data management and knowledge infrastructure focusing on security, reproducibility and long-term archiving (patient´s lifelong scale);
- ✓ Develop and improve AI methods to identify relevant biomarkers and classify the corresponding metagenomic sequences to characterize microbiome profiles enabling rapid and personalized diagnostic of patients' state of health;
- ✓ Deliver innovative visual user interfaces and interactive clinical reporting and, ultimately,
- ✓ Deliver a marketable, regulatory-compliant technology and tool suite (GenDAI platform).

D) ***What contributions GenDAI will foster in terms of scientific, societal and economic impacts***: The significant advances in the accuracy, availability of results, and cost efficiency of clinical tests and essays, enabled by GenDAI platform, will render relevant improvements across the entire EU healthcare system, benefitting the patients, their caretakers, and the healthcare services institutions and professionals. (i.e. wide spectrum)

These positive impacts on a wide spectrum of society will provide the opportunity to highlight the consortium partners' credentials as leading exponents in their particular disciplines. GenDAI is positioned in an emerging marketplace where Europe must be involved for sustained economic prosperity and citizens' well-being. GenDAI will play a relevant role in meeting the conflicting objectives of cost reduction with significant volume increments in Health Care services. Thus, an innovative solution such as the GenDAI platform will play a part in solving multiple issues across the healthcare space. (multidimensional impacts):

- **Specific contributions to scientific impacts** (*aka benefits to the Scientific Community*)
  - Clinical Diagnostics: GenDAI's advanced tools for mining and validating potential biomarkers will accelerate the discovery of novel biomarkers for disease diagnosis, prognosis, prediction, and response to therapy. This will lead to earlier detection and personalised treatment of diseases. GenDAI's ability to analyse individual NGS datasets for microbial DNA sequences will enable personalised medicine approaches. This will improve patient outcomes and reduce healthcare costs.
  - Persistent Identifiers: GenDAI's advanced PIDs will improve the identification and tracking of samples, patients, doctors, instruments, software, and other relevant entities in metagenomics analysis. This will ensure the transparency, reproducibility, comparison, and compliance of diagnostic tests.
  - GenDAI Platform: Current bioinformatics pipelines for genomics are not optimised for laboratory diagnostics, regulatory compliance, test validation, automatization, transparency, reproducibility, and reliability. GenDAI will support laboratory diagnostics and fully incorporate AI, advanced visualisation methods, and regulatory compliance.
  - AI: GenDAI uses new and improved methods, including Genetic Algorithms and NLP, to tackle challenges in metagenomic data analysis, such as high dimensionality and the extraction of information about the relationship between components and the host's health. This will improve laboratory processes, analysis tasks, and diagnostics.
  - Visualisation: GenDAI's tools for visualising genomic diagnostic results will aid end-users in understanding the data, making mental models, comparing with other cases, and understanding the process behind the results. This will lead to more effective and efficient analysis and decision-making.
  - Cybersecurity and Access Control: GenDAI's access control tools will allow for a more

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efficient and effective process of authoring and auditing of access policies by integrating Large Language Models (LLMs) assisted workflows into organisations governance processes.

- **Expected economic/technological impacts** *(aka benefits to the healthcare services)*
  GenDAI will produce impacts both from technological and economic perspectives and will boost the adoption by market players.

  Technological. GenDAI will develop innovative, modular and integrated tools for pervasive and accurate diagnoses and increase the capacity to manage data-driven solutions. Related to trust, security, and privacy, GenDAI will deliver mechanisms at different granularities and contexts of the GenDAI platform, ensuring the inherent incorporation of all networked entities/objects by design fashion and under associated regulations. GenDAI will deliver tools and services for secure applications for Data Integrity and sharing under FAIR, facilitate adoption of Common Data Models and semantic interoperability across healthcare services, ensure acceptance of IT solutions, thanks to co-design and application of usability principles.

  Economic. GenDAI has an increased capability to enter new market opportunities and reduce burden costs, as well as an increased efficiency and economic sustainability of clinical diagnosis services providers, this will enlarge market opportunities for different market players across the healthcare service value chain.

  In terms of boosting the adoption by market players, GenDAI will be in a unique position to help EU healthcare-related software developers to adopt open innovation platforms that will lead to quality by design, reducing costs and time to market for novel ideas of applications and accelerating the rate of transformation to high-added-value clinical practices. GenDAI will unroll a wide range of new business opportunities with SMEs for the benefit of society. By developing and commercialising open solutions GenDAI will provide the EU healthcare value chain with digital tools to rapidly diagnose and support health assessment while reducing time and cost. The definition of new business models will support the replication and large adoption of GenDAI tools while ensuring affordable and quality health treatments. Powerful Bioinformatics tools built around the GenDAI platform will accelerate discovery and clinical implementation, which in turn will drive the development and commercialisation of new therapeutics and treatment modalities. GenDAI will bring opportunities for third parties to accelerate new healthcare products and services development.

  - **Expected societal impacts** *(aka benefits for the healthcare systems and society as a whole)*
    Contributions to improve the responsiveness and the quality of services provided by the healthcare systems to the citizens. Through more effective and efficient diagnostic results and their reporting GenDAI will provide better support to clinicians thus improving their capacities to make more accurate and timely diagnoses of patients, leading to faster recovery, reducing the needs of trial-and-error treatments, reducing the need of deeper interventions (e.g. exploratory surgery) and ultimately decreasing avoidable mortality rates.

    GenDAI solution will ensure interoperability at each layer to facilitate data exchange and access to meaningful information, boosting PM and interventions through shared EU data infrastructure. GenDAI will also enable the interactions with existing infrastructures and external stakeholders (e.g. clinical analyses laboratories, hospitals). GenDAI tools will improve health data transferability among health institutions and healthcare services performance across the EU. By not choosing to develop a proprietary, closed, and costly product, GenDAI

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will democratise access to a wider range of digital tools and frameworks to budgetary burdened healthcare services.

2.2.3 Communication channels to deliver the D+C messages

Generation of content for the GenDAI communication messages includes extracting facts and concepts from the project activities and results, to generate evidence and credibility to GENDAI's value proposition claims. Content is generated through GenDAI´s works´ progress as reported in the project deliverables and Demonstrators. Some concrete examples of sources of content are the following:

- Selected parts of Deliverables describing the value and/or the benefits for our targeted stakeholders that are derived from GENDAI's results
- Pilot cases (in the Validation WP) and the progress/outputs foreseen/produced/accomplished and lessons valuable for other similar cases
- News about endorsements, acceptance, interest coming from third parties on GENDAI's results, including prizes, endorsements by industry associations, etc.
- Lessons learnt, that contribute to understand what is relevant, attractive or even the basis for competitive advantage when adopting the GENDAI approach and results.

Outgoing messages are selected prioritizing those with high publicity potential and consistency with the project's objectives. They include but are not limited to:

- News to be published on the website
- Dissemination material (e.g. press releases, brochures)
- Journal and articles
- General and specific/tailored slides decks

2.2.4 Mapping communication channels to Target Groups

Different audiences call for the use of different channels to achieve successful D+C results. Detailed scientific deliverables, specialised conferences and workshops, journal articles will be oriented to researchers; Direct Marketing will be used with technical staff and industrial practitioners who are the ones who will recommend and support the uptake of GenDAI results. Policy or decision makers will be better addressed through the workshops, interviews, validation reports and the project website.

Communication channels mix adopted for GenDAI include:

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- Events (Conferences, workshops, webinars), either implemented by the partners as well as by Third Parties
- Direct marketing/one-to-one actions (Success stories - interviews)
- Online presence (project website, partners´ and specialized web pages and social media channels)

- Events. Project partners will seek to participate in relevant events aimed at showing results arising from the project related to the use cases and to the scientific and academic community. The project integrates contributions from scientific disciplines and will participate in scientific seminars, conferences and workshops to disseminate the GenDAI concept and offerings. Events can be organised by third-parties, which allow visibility at European-wide events to further disseminate GenDAI among the widest possible number of stakeholders. All partners will periodically evaluate participation in events based on interest and importance for the project, potential impact, audience and availability. Events also include dedicated presentations to healthcare services providers, industry centric dissemination through briefings extracted from public deliverables and the participation of project staff members in scientific and industry events.
- Direct Marketing. Given a) the small number of market player organisations involved and b) the strong possibility of identification of contact points and decision makers, using Direct marketing techniques as the alternative of choice for engaging with market players, and to establish personalized communication patterns towards building up win-win relationships. GDPR compliant Direct marketing actions require highly personalised communication, e.g. via e-mail/telephone/face-to-face interviews, meetings and dedicated presentations and the usage of targeted whitepapers, journal articles, briefing papers and business cases. Meetings with key representatives of the target groups described above, either face-to-face or remote, are used to gather feedback or invite to participate in GenDAI D+C activities.
- Project website http://www.GenDAI-project.eu/). Online presence is used mainly to address non-identifiable complementary audiences, provide a meeting point, and act as a reservoir of permanent content that can be accessed by different audiences according to their needs. The website will also serve as a follow-up tool by those interested people that have come to know GenDAI via other channels. Ultimately, the website will host the archive of all project publications, not only Deliverables but also relevant slide decks and other briefing documents as well as a selection of videos describing specific aspects of the project and relevant interviews with partners and project stakeholders.

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3 DCEP implementation activities

Along the first half of the project lifecycle the DCEP is mainly oriented to launch the D+C activities while in the second half focus will shift towards preparing the exploitation of projects outputs. The first months of the project are serving to set-up, and organize the first D+C activities while in the second and third year of the project we will address new requirements both in terms of audiences and of content to disseminate. The experience of the first year will render recommendations to enhance the existing dissemination channels and activities supporting direct marketing actions and (either GenDAI-organized or third-party) events. The progressive delivery of project results and continuous activity of partners should generate increasing interest among our TGs. There will be higher and wider quantities of content to be disseminated, and hopefully the targeted audiences should begin to progress towards adoption of results.

For the initial stage of the project, implementation of the D+C activities is structured in 4 Action Lines:

- Preparatory tasks, both in terms of identification of D+C opportunities as well as organising the logistics required to seize those opportunities
- Interactive dissemination events where project outputs will be showcased, combining internal participation with interested third parties.
- Actions based upon Direct Marketing campaigns geared towards engaging a critical mass of prospects via personalized promotion and invitations
- Support through online channels.

3.1 Action Line 1: D+C Preparatory tasks

Comprises tasks related mainly to the creation of project presentation/information packages (e.g. fact sheets, press releases, slides decks) and marketing material (flyers, posters, brochures,..), set-up of online communication vehicles (e.g. website and SS channels) and gathering information about TG players to be approached (to build mailing lists, subscribers logs,…). Action Line 1 started right at the beginning of the project and will continue to provide support to the D+C team along project timeframe. Initial outputs of these activities include:

Project logo and impact catch phrase

GenDAI

Genomic Applications for Laboratory Diagnostics supported by Artificial Intelligence

Empowering Personalized Medicine

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Deliverables: A vast majority of GenDAI contractual deliverables have been classified as "public". Therefore, being by design a set of organized containers of project outputs, they will be used in mainly 2 ways by the partners:

- As-they-are: To serve as the basis for technical discussions with scientific researchers and IT developers willing to uptake GenDAI breakthroughs and,
- As "raw material" and source of inspiration for both scientific papers and industry briefing documents to be further published and/or used in outreach and engagement tasks.

The following table presents the calendar of the availability of each of the public deliverables, which is used as an anchoring point to search for specific windows of publishing and/or making live presentation of GenDAI outputs.

Calendar of Deliverables publication

Deliverable name	Due month
D1.1 User Requirements & Modelling	Feb ´25
D7.1 Data Management Plan, Knowledge Management resources and Quality & risk Management Plan	Feb ´25
D8.1 Dissemination, Communication and Exploitation Plan	Feb ´25
D4.1 GenDAI Discovery Classification, configuration and methodology	Nov ´25
D5.1 GenDAI Interactive Reporting visualisations	Nov ´25
D3.2 GenDAI Safe component, Long-Term Archiving system and access control services	Apr ´26
D2.1 Updated Integrated Diagnostics Pipeline WP2 5 - ICT OTHER PU - Public 24	Aug ´26
D6.1 End-User Evaluation Results	Nov ´26
D2.2 Final Diagnostics Pipeline	Feb´27
D3.3 Improved Long Term Archiving System	Feb´27
D4.2 Improved GenDAI Discovery Classification and training UI	Feb´27
D1.3 Anonymized Sample Data	Aug´27
D6.2 GenDAI Platform Prototype	Aug´27

Scientific publications: Partners have started to design potential scientific publications to be based upon GenDAI works and outputs. As a first decision, it was agreed upon partners to make their best effort to extract scientific publications from all public deliverables, to be used autonomously (e.g. as scientific papers) or combined, as discussion documents for GenDAI workshops or jointly organized events (e.g. with sibling projects) On the one hand, the partners set the target to produce 12 publications in Journals, aiming at journals such as Concurrency and Computation: Practice and Experience, Future on Computer Systems, Journal of Web Machine learning, PLoS Genetics and International Journal of Information Management. Other publication initiatives include:

- Lecture Notes in Computer Science by Springer, Proceedings of our AVI Workshop (International Conference on Advanced Visual Interfaces)
- Metagenomics and Microbial Ecology: Techniques and Applications

Other publications: Complementarily, to address wider audiences, we intend to seize opportunities in Local, National & International Media. In this regard, MTU, UNIBA, SAP and FTK have dedicated

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communications offices. These will be leveraged to ensure that there are regular releases to their local and national media, and when available opportunities are taken by senior researchers to act as expert commentators in the area of health informatics to these media outlets.

Project website: The purpose of the website is to reinforce the key messages that will be articulated by other deeper and more impactful channels between the consortium members and key individuals. It also provides a platform for collaboration and development amongst consortium members, and an online environment to engage with the target communities. The website ensures a sustained presence and the presentation of a professional, public-facing front to the world. It provides up-to-date information on intermediate and final project results, including Deliverables, public reports and scientific publications as well as synthesis reports drawn from selected material and events. GENDAI's website was launched in February 2025 and can be accessed through http://GENDAI-project.eu.

The website presents the project's main traits, the use cases, and includes news and events about the project and publications originated in the project's activities. The GENDAI website design contains the following sections and sub sections, to be implemented as soon as content (results) became available:

- HOMEPAGE presents the project, use cases, latest news and partners, with click through to the section pages: §About §Project §Demonstrators §Publications §News §Contact details. It includes the EU funding acknowledgement.
- ABOUT showing the basic information about the project.
- PROJECT describing the project's objectives, outputs, activities and team.
- DEMONSTRATORS including the pilot cases' descriptions, and the prototypes to be published when they become available.
- PUBLICATIONS with deliverables, articles and interviews built upon the project's results.
- NEWS with recent or future activity such as workshops and events.
- CONTACT US providing contact persons' names and a form to fill in.

Dissemination support material: The GenDAI project's dissemination support material is produced to provide a consistent background message towards our target audiences whenever the project is present at different events or in the media along the lifecycle. It aims to facilitate communication of the project's main concept and showcase GENDAI activities, benefits and outcomes, including slide deck presentations, press releases, flyers, and additional material. Initial material already in use by the partners include: GenDAI One-Pager flyer, Project presentation slides deck and press releases to be used by partners for their in-house announcements

Monitoring and assessment of the progress and effectiveness of the DCEP: Reporting of D+C actions planned and later carried out by partners will feed a periodical review of their results as will enable improvements/adjustments on the planned ones. In this regard, KPI have been established (as target values) to be assessed by the partners in their weekly coordination meetings.

3.2 Action Line 2: D + C events

This line of actions aims at mobilising a community of scientific researchers on the one hand and market players on the other, to explore and eventually implement collaboration with GenDAI and future take-up of its outputs. The vehicles to be used are face-to-face meetings, in the context of

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conventional events where our TG1 and TG2 routinely participate. In the specific case of seeking collaboration with other projects/scientific researchers, joint/coordinated efforts to explore and pursue include:

- Technical cross-fertilisation
- Co-operation in promotional activities
- Collaboration in market intelligence gathering and/or analyses, community boosting, alliances with industry, etc.
- Cross-advertising, especially across online channels
- Distribution of relevant whitepapers through the contact base of project partners

Participation at selected conferences. During the preparation on the DCEP, events relevant to GENDAI have been identified by GENDAI Partners. This list of events will be regularly updated, and actual outcomes of participation, reported in the following WP8 deliverables.

Among the identified events to be targeted in due time: CERC2026 in Galway**,** 2026 IEEE International Conference on Bioinformatics and Biomedicine (BIBM); Precision Medicine Congress, Personalized Medicine, EuroBio Forum, International Conference on HPC & Simulation, IEEE Vis and BioVis symposium, International Conference on Parallel Distributed and network-based Processing and MTSR.

Trade Fairs/industry events: These periodical industry events provide a unique setting for the identification and engagement with market players (TG1 and TG3 mainly) to explore opportunities for cross-border collaboration and eventually participation of industry in GenDAI validation and exploitation activities. Participation in these events will start in 2025, and will be intensified along 2026 to leverage the first concrete results of the project. Initially, targeted events already identified include: Medica, PerMediCon, InfoMedix, MedTech Europe, and DesignMed Europe. Given the cooperation with BioVis we expect to widen this spectrum of industry event participation opportunities, to be materialised in the second half of the project lifetime.

Events organised or co-organised by GenDAI partners:

Careers Events. GenDAI staff will speak at career's events in academic institutions. This will build upon their communication skills and act as inspiration for undergraduates to consider further professional career in research. Researchers from all consortium partners will participate in at least 1 local event per year.

A first event of this kind has already been performed: Workshop on Academia-Industry collaboration in R&I projects. One full day (February 27th, 2025) Hosted by UNIBA, Led by ICT secondee. 14 participants (12 PhD candidates and 2 faculty members).

A second workshop on Academia-Industry collaboration in R&I projects is been organised as part of the La Sapienza PHd programme: 3-full days (June 3rd to 5th, 2025), to be co-led by SAP and a ICT secondee.

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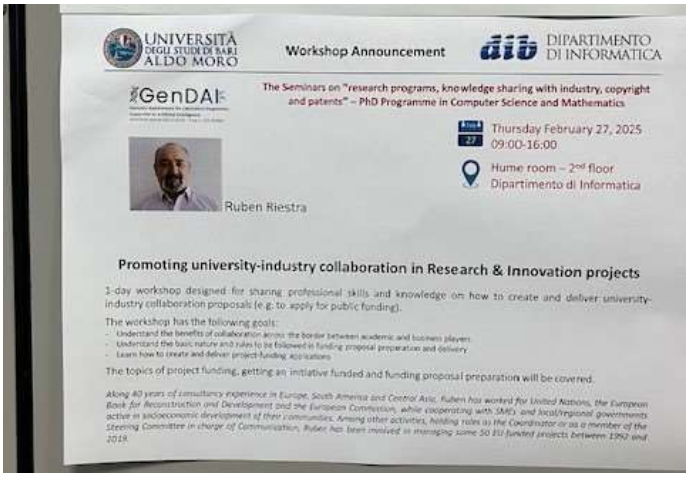

Advertising and execution of Bari Workshop

Organization of an International Symposium: By the end of the project, the partners will organise and host a 2-day meeting, inviting concerned healthcare services industry players as well as academic researchers interested in the potential usage of GenDAI results.

3.3 Action Line 3: Engaging early adopters

Outreach activities within this Action Line are mainly focused in TG1 and TG2, as stakeholders in these TGs are the potential users of the GenDAI platform and the other main outputs of the project. To support engagement with GENDAI target audiences:

Given previous successful experiences in this field, a directory of projects funded by the EU through MSCA and other research and innovation programs is already under construction and will be enhanced along project lifecycle, to include projects' basic information details such as the webpage, coordinator contact details and the period they are running. The inclusion of finished projects has the purpose of contacting potential allies in view of the uptake of results after the end of the project.

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The Directory, together with partners´ contacts and other potential early adopters acquired through the participation in diverse events will be used to:

- Make personalized invitations to clinical diagnostic services providers and potential final users to check, and experiment usage of some of the initial services prototypes to test their suitability.
- Invite solutions suppliers that might be of value, while at the same time contribute to enhance the potential uses of the GenDAI results to be used as services.
- Invite healthcare institutions to learn about the collaboration opportunities to engage either in the direct use as an item in their own services or indirectly, creating other services by leveraging GenDAI results.

These D+C activities can only be actually executed after Summer 2026 (given the availability of public results calendar). However, the lead time to implement these actions is quite long and therefore it has already started and will continue until the end of the project.

3.4 Action Line 4 Online presence

The website is conceived to be updated with growingly richer content such as the use case results as the project progresses, and together with partners´ own websites and social media channel will support targeted actions and provide access to the project to unidentified interested people.

The website will be enhanced with blog posts describing and illustrating the use cases, as they start to show results, and will include publications and inform of our presence in major D+C events. As the project progresses feedback received during D+C actions will allow partners to agree upon adjustments and “sharpening” of the key messages to be delivered to our TGs, making communication more streamlined and fit-for-purpose to the different stakeholders’ groups. These improvements will be discussed in specific meetings (e.g. during team gatherings) as well as in the course of our weekly coordination (virtual) meetings.

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4 Conclusion

In this deliverable we have presented the first edition of the DCEP guiding the formulation and execution of outreach activities to support future exploitation of the project results. This report integrates the overall design of the DCEP, the initial preparatory activities planned for the initial phase of the project and the action plan for the next period of the GenDAI lifecycle. It sets out a comprehensive and inclusive approach that provides guidance and direction for all partners in their own actions to promote the usage of the project's results.

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