HORIZON-HLTH-2023-CARE-04-03
Environmentally sustainable and climate neutral health and care systems

NetZeroAICT
Digital Contrast for Computerised Tomography
-Towards Climate Neutral and Sustainable Health Systems-

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= Deliverable D7.4 =
Iterative Communication Kit (website, factsheet, etc) V2

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PU	Public – fully open (automatically posted online on the Project Results platforms)	X
SEN	Sensitive — limited under the conditions of the Grant Agreement	
Classified R-UE/EU-R	EU RESTRICTED under the Commission Decision No2015/444	
Classified C-UE/EU-C	EU CONFIDENTIAL under the Commission Decision No2015/444	
Classified S-UE/EU-S	EU SECRET under the Commission Decision No2015/444	

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DISCLAIMER

Executive Summary

Deliverable 7.4 *Iterative Communication Kit (website, fact sheet, etc) V2* has been developed to increase public awareness of the NetZeroAICT project. This deliverable builds on the progress made since the first Deliverable 7.3 *Iterative Communication Kit (website, fact sheet, etc) V1* was submitted in M4 (March 2024).

The communication materials updated since M4 include: (1) rollup, (2) updated leaflet, (3) updated factsheet, (4) updated slide deck, and (6) updated website.

The content of the NetZeroAICT website (https://netzeroaict.eu/) is public, with project information available online since December 2023 in a provisional version and March 2024 in full version. The NetZeroAICT website has been actively maintained and updated since launch and will continue to be updated throughout the course of the project.

The communication kit has been updated and expanded over the course of the project, based on the dissemination and communication strategy, as well as to reflect the progress and results of the project. The updates have been demonstrated in the first version of the Plan for dissemination and communication activities, submitted as D7.1 *Dissemination and Communication Plan (v1)* in M6 (May 2024) and will be updated in the second version as D7.2 *Dissemination and Communication Plan (v2)* in M25 (January 2026), respectively.

This second version of the Deliverable 7.4, *Iterative Communication Kit (website, fact sheet, etc) V2*, offers updates on the dissemination materials and provides updates on where the project stands in terms of dissemination and communication Key Performance Indicators (KPIs).

Table of Contents

NetZeroAICT

Glossary of Acronyms

AMI	AMIRES S.R.O.
AiSENTIA	AiSentia LTD
AZSTJB	Algemeen Ziekenhuis Sint-Jan Brugge
CA	Consortium Agreement
CMRAD	Collective Minds Radiology
DM	Dissemination Manager
DoA	Description of Action
EAB	External Advisory Board
EC	European Commission
EM	Exploitation Manager
ECl	Eschercloud AI
GA	General Assembly
GZA VZW	GASTHUISZUSTERS ANTWERPEN
ZAS	Ziekenhuis aan de Stroom
HaDEA	European Health and Digital Executive Agency
OPO	UNIWERSYTECKI SZPITAL KLINICZNY W OPOLU
PC	Project Coordinator
PSC	Project Steering Committee
SC	Scientific Coordinator
UoO	THE CHANCELLOR, MASTERS AND SCHOLARS OF THE UNIVERSITY OF OXFORD
UoL	University of Leicester
Z-visie	Z-VISIE B.V.
WP	Work Package
WPL	Work Package Leader

1. Introduction

The deliverable 7.4 *Iterative Communication Kit (website, factsheet, etc.) V2* is part of task T7.1 *Outreach materials*. It is part of the NetZeroAICT dissemination and communication strategy and collects the second version of promotional materials for NetZeroAICT.

The iterative kit materials and tools are targeted to the broader public and aim to establish a common visual identity and messaging for the NetZeroAICT consortium.

The objective of this task is to ensure that the results of the project will be disseminated to the European research and industrial community, will target all important stakeholders, and will assure ongoing communication between the general public, experts in the field of CT scans, on one side and partners of the project on the other side.

The task also includes maintaining and developing a comprehensive dedicated website for the project. A provisional website was created at the beginning of the project and since then it is available to the public. The website was updated in M4 and will be actively maintained during the whole implementation of the project.

Recent changes in partner logos and legal statuses have been communicated to the Project Officer through the amendment process of the Grant Agreement and will be reflected in the dissemination materials after approval of the EC.

The deliverable presents the NetZeroAICT (1) rollup, (2) updated leaflet, (3) updated factsheet, (4) updated slide deck, and (6) updated website. All presented materials will be available on the project website as downloadable files for partners' use in the collaborative platform (Google Drive).

2. Dissemination Materials

2.1 NetZeroAICT Rollup

The project rollup further supports the visual identity of the project by providing a prominent and professional display at events such as conferences. This material is particularly beneficial for showcasing the project, as it captures attention, conveys key information at a glance, and reinforces brand recognition. The rollup ensures that the project stands out in crowded environments, making it easier to engage with stakeholders and disseminate information effectively.

Figure 1 NetZeroAICT rollup

As displayed in Figure 1 NetZeroAICT rollup, the rollup includes, at the bottom, the funding acknowledgment by the two funding institutions: the European Commission and the UK Research and Innovation. The latter supports the UK partners associated with the European partners in the project.

In addition to acknowledging funding, we have updated some partner logos to reflect recent changes, including the acquisition of Gasthuiszusters Antwerpen (GZA VZW) by Ziekenhuis aan de Stroom (ZAS), the defaults of Eschercloud AI (ECl) and AiSentia LTD (AiSentia), and stylistic updates to the logos of Collective Minds Radiology (CMRAD) and Algemeen Ziekenhuis Sint-Jan Brugge (AZSTJB). These updates were communicated to the Project Officer as part of an amendment procedure submitted in January 2025, and dissemination materials will be published only after approval. Future consortium changes will follow a similar approach.

2.2 NetZeroAICT Leaflet

The project leaflet is a concise print material designed to provide a brief overview of the project's goals, impacts, and partners. It is intended for distribution at conferences, events, and partner premises.

Figure 2 NetZeroAICT leaflet

Recent updates to the leaflet include:

- Changes in project management staff at Amires (from Martina Nesverova to Mariana Pacheco Blanco).

- Updated partner logos.

- A reduction in the number of consortium partners from 20 to 18 (removal of ECL and AiSentia).

- Acknowledgement of UKRI co-funding, highlighting the active dissemination efforts by UK partners, particularly the Scientific Coordinator, University of Oxford.

- Addition of a website QR code to meet the KPI related to visitor numbers.

The project continues to maintain an active presence on X (formerly Twitter), although trust and traffic on this platform has decreased due to new business directions and concerns over privacy protection rules and regulations.

2.3 NetZeroAICT Factsheet

The project factsheet was prepared to provide general information about the project while including more details on the intended technology than the leaflet, which is limited in format. The factsheet elaborates on project objectives, expected impact, partners, and funding details. The contacts of the Project Coordinator, Scientific Coordinator, and Project Manager, as well as the website and social media accounts of the NetZeroAICT project, are included for networking and clustering purposes.

Figure 3 NetZeroAICT Factsheet

Latest updates in the factsheet include:

- Changes in project management staff at Amires (from Martina Nesverova to Mariana Pacheco Blanco).

- Updated partner logos.

- A reduction in the number of consortium partners from 20 to 18 (removal of ECL and AiSentia).

2.4 NetZeroAICT Slide Deck

The project slide deck is a collection of slides that can be used to present the NetZeroAICT project in a clear and engaging way. It can help the partners showcase the project's objectives, activities, impacts, and consortium to various audiences, such as potential end-users, stakeholders, or the general public.
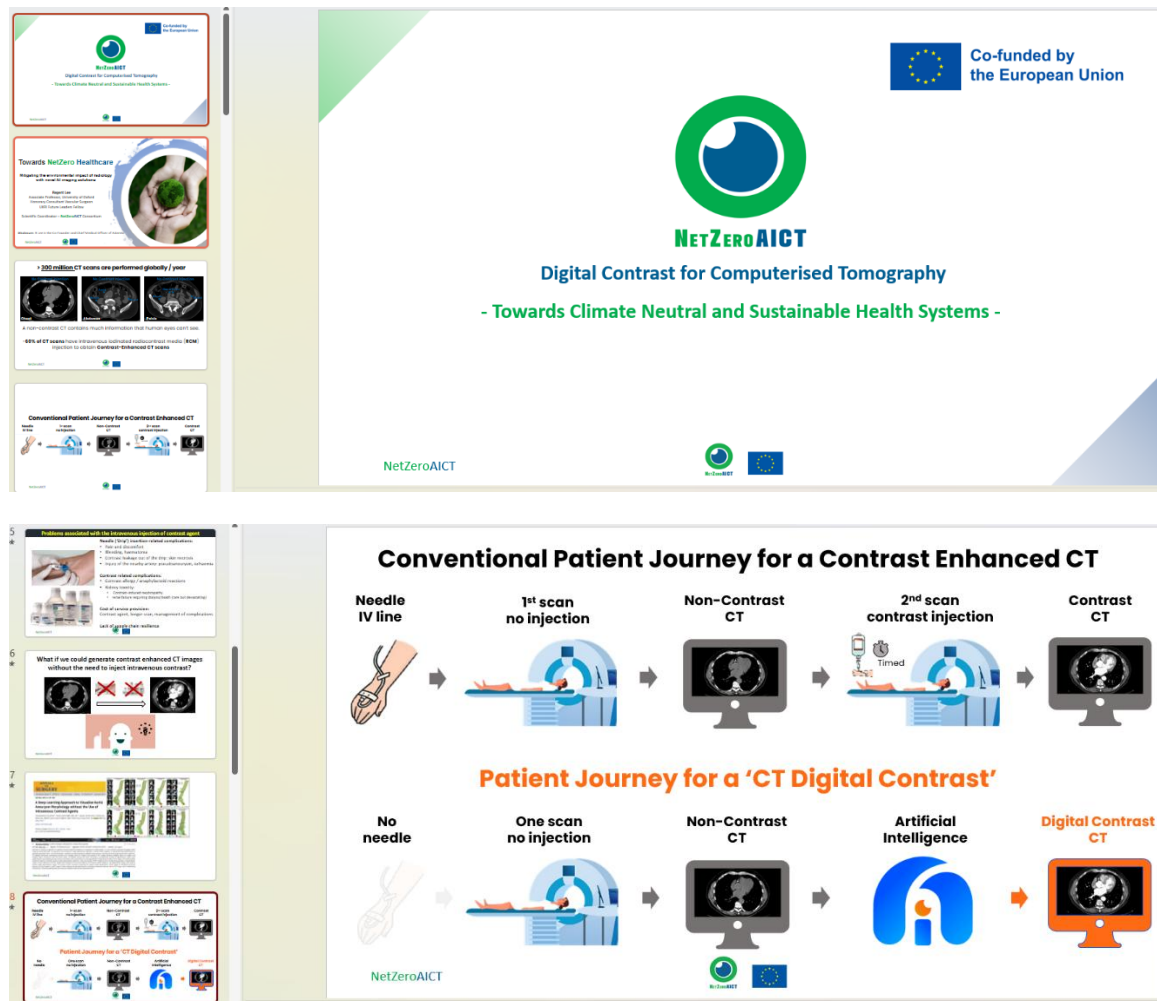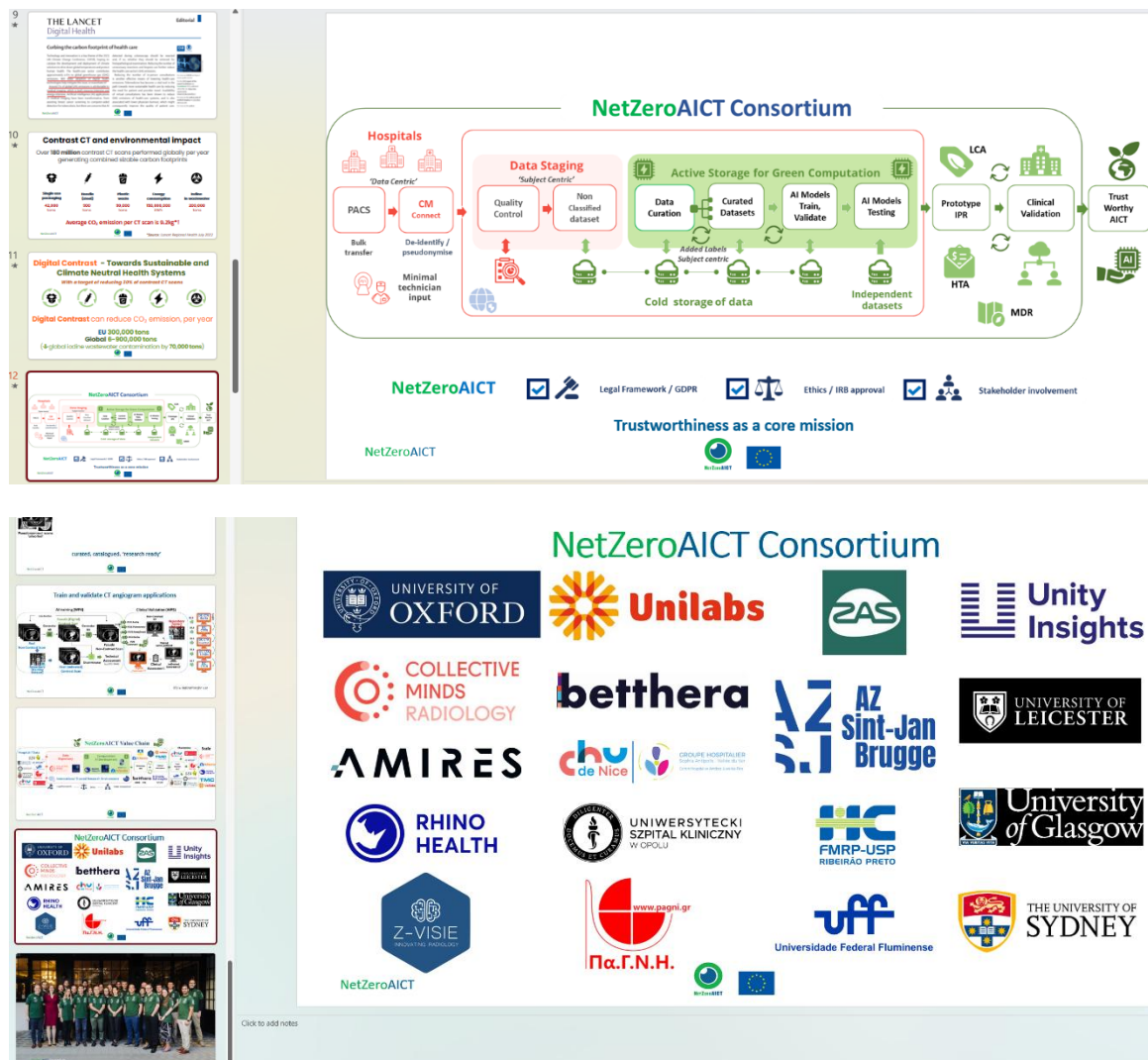
Figure 4 NetZeroAICT Slide deck

2.5 NETZEROAICT Website

The domain https://netzeroaict.eu/ has been procured for use by the project NetZeroAICT. It has been set up to increase public awareness about project aims and to reach potential end users.

The NetZeroAICT website has been operational since December 2023 in a provisional version and March 2024 in full version.

The website was created using WordPress, an open-source software. WordPress started as a blogging system but has evolved into a full content management system that is entirely customisable and can be used for almost anything within the field of web design. It allows fast and reliable customisation and has a user-friendly back-office environment, which will simplify the requirement for regular updates and file uploads. A screenshot of the website is shown below.

NetZeroAICT
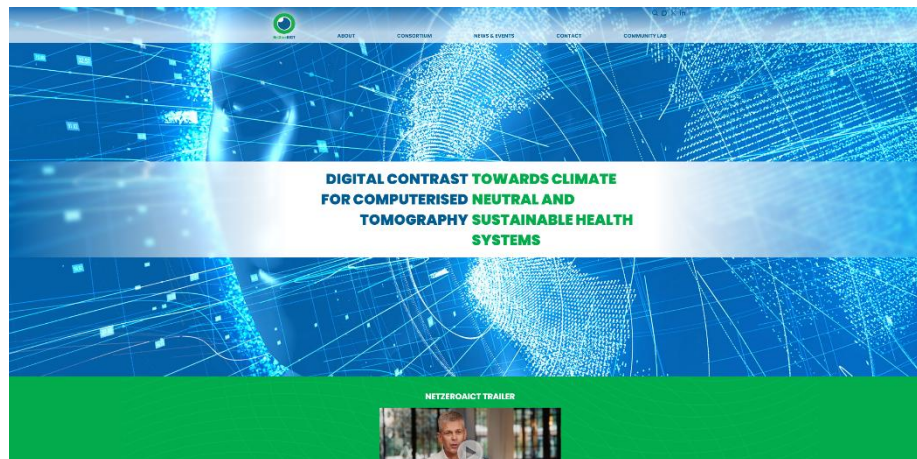
Figure 5 NetZeroAICT website frontpage

The project website integrates sections on NetZeroAICT project details (funding details, abstract, objectives, expected impact, public deliverables), consortium partners (role in the project, team members), news & events, and contacts (with a message section and e-mail addresses of the Project Coordinator, Scientific Coordinator and Project Manager. The website acknowledges EU funding and includes the EU emblem.

The project has also been promoted through the NetZeroAICT partners' websites (e.g., news and project sections).

Additional information, such as News and Events or the publication of the Public and Patient Advisory Group (PAG) call have been published.

Figure 6 NetZeroAICT News and Events
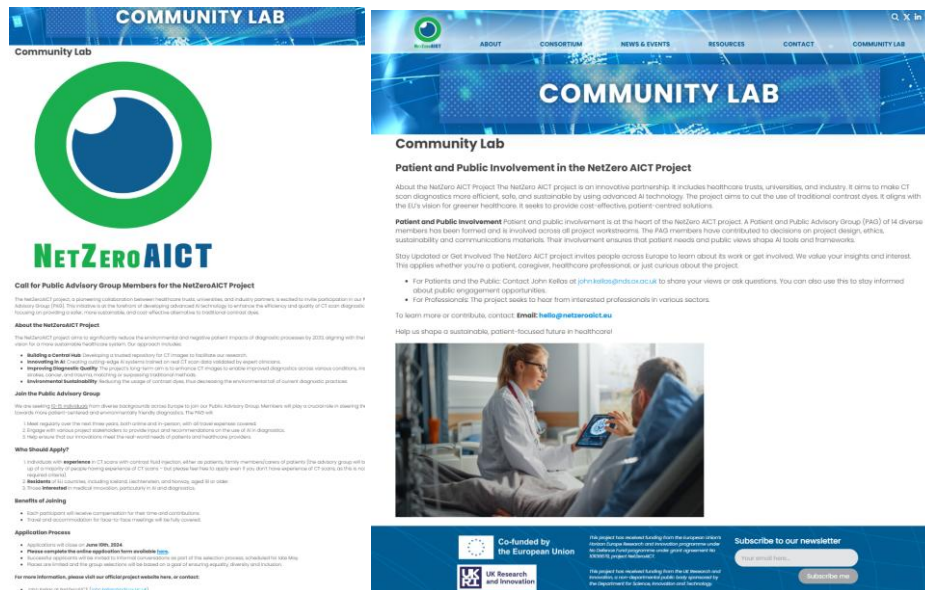
Figure 7 NetZeroAICT Community Lab page (former and new)

Beyond the periodic updates and publication of results, further website optimisation will ensure its positioning among the first search results for relevant keywords. In addition, the community lab subpage will be further developed to include a public glossary and a Q&A section, tools that will further enhance the public and patient engagement as described in Task 7.3 *Stakeholder engagement, involvement and ecosystem building* led by the University of Oxford (UoO).

3. Key Performance Indicators

In accordance with the Description of Action outlined in the Grant Agreement, the Dissemination Manager has been monitoring the Key Performance Indicators (KPIs) to ensure the project meets its targets. The Dissemination and Communication tables below illustrate the project's status after one year of operations presented to partners in Nice at the Consortium's annual meeting (M12).

Targets	Tools and channels		KPIs	State of Play
Science & academia & clinicians	**Scientific events**	Participation at ECR, RSNA to communicate results to experts and key opinion leaders in the fields of radiology, AI, Cardiovascular imaging, Medical Informatics (Medical Image Computing and Computer Assisted Interventions, MICCAI).	*25 presentations*	10
	Peer-reviewed publications	scientific excellence of the project and its outcomes will be verified by publications in Lancet, Radiology, etc	*10 publications*	Target: Q2/3 2025
Industry	**Industry fairs**	innovation implications of the research results will be discussed with industry at MEDICA, AI & Big Data Expo Europe, World Data Summit.	*participation in 4 exhibitions*	2
	Project workshops	will be organized as a part of larger events or as standalone events. These will allow target matching of partners owning the results with companies to enable new business.	*3 workshops*	1
Policy makers, regulators & associations	**Policy making forums and meetings**	results, their implications and created value will be shared with EC unit, national agencies. Participation in events organized by EU4Health programme and European Observatory on Health Systems and Policies.	*Active participation in 2 events, submission of 1 recommendation papers*	1
	Events of professional associations	Will be attended to gain insights relevant to project outcomes into their communication efforts: European Society of Radiology, European Public Health Alliance (EPHA), The European Association of Cardiovascular Imaging (EACVI), European Society of Medical Imaging Informatics (EuSoMII), and others.	*Active participation in 4 events, submission of 1 recommendation papers*	1
European projects	**Clustering**	with relevant European projects will be pursued to support mutual learning from the results and implementation of best practices.	*2 clustering meetings/year, setup comms. channels with 5 projects*	1

Table 1Dissemination KPIs

NetZeroAICT

Objectives	Targets	Tools & KPIs	State of Play	Engagement/feedback
Increase awareness of the role of AI in healthcare	**Public Researchers Industry Radiologists Patients**	> 5,000 website visits	1233	• Collect public opinions on the trust of AI • Make industry aware of the business opportunity • Inform end-users (healthcare systems) that the problem with contrasting CTs is approached (environmental and cost related)
		300 social media (Twitter and LinkedIn) followers	LinkedIn: 210 Twitter/X: 34	
		1000 communication kit material downloaded	Website to be optimized to capture this number	
		1 press release/year published by 5 media	KoM + Q2 2025	
		2 videos viewed 500 times each	Project trailer: 824 views on LinkedIn 519 views on the Website	
Receive feedback on project approach	**Researchers Industry End-users**	50 external inquiries via website/email	9	• See end-user attitude towards the solution • Obtain market feedback • See available options to help reach the project goals
		100 new contacts from F2F meetings	8	
Set stage for market acceptance of project results	**Public Industry End-users**	2 regulatory bodies contacted	-	• See end-user opinion on • integration into workflows • Align expectations of key stakeholders • Demonstrate business value
		1 press release/year published on European Society of radiology website	Target: Q2/3 2025	
		2 workshops with industry and end-users organized	-	
Demonstrate need for pan-European cooperation	**Public Researchers Industry End-users**	10 presentations at EU symposia	1	• Increase understanding of the need for pan-European research and innovation cooperations

Table 2 Communication KPIs

4. Plans

4.1 NetZeroAICT Press Releases

In the first month of the project, a press release announcing the launch of NetZeroAICT was published. The press release introduced the topic and current challenges in CT imaging and showcased how the consortium aims to address these issues. The press release was shared on the website and social media channels of the project and project partners (e.g. UoO, Z-Visie, OPO, GZA VZW, UoL).

Other press releases will be produced throughout the project to highlight important results and milestones achieved. A second press release is scheduled for the 2nd and 3rd quarters of 2025 to reflect the progress and milestones achieved in WP1 (Legal, Ethical, and Sustainable Design) and WP2 (Repository, Connectivity, and Dataflow). All press releases will be made available on the project website and circulated on NetZeroAICT's social media channels.

4.2 Collaboration with Sister Projects

In line with HaDEA's guidelines, NetZeroAICT has been collaborating with its sister projects, Caring Nature and KitNewCare, to define synergies and common topics. So far, there have been joint communication activities around World Days, such as International Environment Day, and citations of the three projects in the Special Report at COP29. Further collaboration is being explored with the ultimate goal of co-organizing a clustering activity in the form of a joint conference. This event will not only showcase the collective achievements of NetZeroAICT, Caring Nature, and KitNewCare but also serve as a platform for stakeholders to explore synergies and drive the agenda towards a sustainable future.

This commitment reflects the consortium's dedication to advancing the field of AI in the context of environmental sustainability and care.

5. Conclusions

This document represents the D7.4 *Iterative Communication Kit (website, factsheet, etc.) V2*. It includes the second promotional materials (including updates to the already created) for the NetZeroAICT project to create awareness and inform the wide and various target audiences about the project and its development. These materials will be extensively used by NetZeroAICT partners whenever they present at conferences, publish in journals and magazines, establish contacts with media, attend exhibitions, organise workshops, etc. The materials will continue to be revised over the course of the project to integrate the project results as they are produced. Moreover, the communication kit will be expanded to include a poster, with additional communication means considered on a running basis.

When disseminating the results of the NetZeroAICT project, the following sentence, alongside the EU emblem, will always be included: "Co-Funded by the European Union. Views and opinions expressed are, however those of the author(s) only and do not necessarily reflect those of the European Union or the Health and Digital Executive Agency. Neither the European Union nor the granting authority can be held responsible for them."

The dissemination of the project's achievements should never jeopardise the potential protection of generated intellectual property and further industrial application. Therefore, before any dissemination activity (publication, presentation), strict rules of prior notice to all partners are applied, according to the EC guidelines and NetZeroAICT Consortium Agreement: prior notice of any planned publication should be given to other consortium members at least 45 calendar days before the publication. The Dissemination Manager, in cooperation with the Exploitation Manager, follow the approval processes and act as an internal executive approval body for any dissemination action organised by different partners.

The full communication and dissemination strategy for the NetZeroAICT project has been submitted as part of D7.1. *Dissemination and Communication Plan (v1)* at M6 and will be updated as part of D7.2 *Dissemination and Communication Plan (v2)* at M25.

6. Degree of Progress

The deliverable is 100% fulfilled. Maintenance of the website will be carried out throughout the course of the project. The project leaflet, factsheet, and slide deck will also be adapted in case major changes (e.g., a change in a project partner) occur again.

7. Dissemination level

The Deliverable 7.4 Iterative Communication Kit (website, factsheet, etc.) V2 is public – fully open (automatically posted online on the Project Results platforms).