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*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 D7.12 =**

**Refined Stakeholder Engagement Plan V1**

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## Lay Summary

### What is NetZero AICT?

The NetZeroAICT project is a Horizon Europe research and innovation project developing artificial intelligence (AI) technology to help improve the efficiency and quality of diagnostics involving CT scans - as a collaborative venture between healthcare trusts, universities, and industry partners. This innovation offers a safer, eco-friendly, and cost-effective alternative to the traditional use of iodinated contrast media

### Why read this plan?

The Stakeholder Engagement Plan tells you who will be involved, how they will be involved and when — covering May 2025 to December 2027. The plan does not cover all of the research activity, but focused on engagement with external stakeholders, including the public advisory group.

Below is a snapshot of the next six months (May → Nov 2025).

### Next-six-months at a glance (Months 18–24)

- Three online co-design workshops to decide:
  - How to measure social & environmental impact.
    - How the AI system will be delivered (cloud vs local servers).
    - The format of upcoming engagement events.
- Public Advisory Group (PAG) activities – bi-monthly online meetings plus an in-person PAG Day in Oxford (Nov 2025).
- Patient-partner session at the face-to-face Crete meeting (Oct 2025) — including vox-pop recordings.

### What happens after that?

- Conference presentations and online promotional information sessions and training workshops.
- A pilot hospital pop-up stall to promote the project and engagement.
- Targeted, face-to-face sessions with seldom-heard groups.
- December 2026: the Steering Committee decides whether to scale up activities for Year 4 (Dec 2026 → Nov 2027).

## Executive Summary

**Purpose.** Keep NetZero AICT people-centred, ethical and sustainable by involving patients, the public and professionals at every step.

### Next-6-month priorities (May → Nov 2025)

- Hold regular project / leadership / PAG meetings (every 1-2 months).
- Deliver 3 co-design workshops (impact, AI delivery, engagement events).
- Run Creativity Workshop #1 at the Crete face-to-face (Oct 2025).
- Host an Oxford PAG Day with a hands-on comms lab (Nov 2025).
- Publish posters, flyers & mini-videos (asset pack v 1.0) (Nov 2025).
- Finalise the detailed pilot plan & budget (Nov 2025).

### Big-picture timeline

Year	Focus	Headline milestones
2 (Pilot)	Build & test ideas	3 co-design workshops → Creativity #1 → PAG Day + comms asset launch
3 (Refine)	Try small-scale pilots	2 public info sessions → hospital pop-up → webinar → Creative engagement workshop #2 → mini-conference → <b>Go / No-Go</b>
4 (Scale-up*)	Go bigger if approved	3-site roadshow → large online conference → impact workshop → Year-5 plan

\*Runs only if the Steering Committee approves at Month 36 (Dec 2026).

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## 1. Introduction

The Deliverable 7.12 *Refined Stakeholder Engagement Plan V1* as part of T7.3 *Stakeholder engagement, involvement and ecosystem building* outlines the structured approach the consortium is taking as a whole to ensure inclusive, transparent, and impactful involvement of key stakeholders in the development of sustainable, clinically valuable CT scanning practices. The plan is a core component of the NetZeroAICT project and directly supports our objectives related to environmental sustainability, ethical innovation, and patient-centred design. The plan builds on the stakeholder engagement mechanisms established in the NetZero AICT work package 1 (task 1.3) and operationalises the engagement strategy.

**Reducing the carbon footprint of CT imaging** while maintaining clinical efficacy requires more than technical innovation—it demands continuous, meaningful engagement with patients, the public, healthcare professionals, regulators, and industry. This plan sets out how we will operationalise that engagement across the project lifecycle, with a particular focus on the pilot phase (May–November 2025).

The engagement strategy is underpinned by the principles of openness, respect, inclusion, privacy, and climate responsibility, and is designed to ensure that stakeholder input is not only solicited but demonstrably integrated into project decisions. Key mechanisms include co-design workshops, public advisory input, creative communication formats, and a structured feedback loop.

This document details:

- The rationale and objectives of the engagement plan;
- Key actions and milestones for the pilot phase;
- Stakeholder mapping and influence analysis;
- Integration of engagement across all work packages;
- Tools and formats for participation;
- Metrics for monitoring success;
- Risk mitigation strategies;
- Governance and reporting structures.

This deliverable 7.12 contributes to the project's broader commitment to responsible research and innovation and aligns with Horizon Europe's emphasis on societal relevance, transparency, and sustainability.

Action	Target month
Regular meetings (project, leadership, PAG*)	Ongoing
3 co-design workshops	June – Sep 2025
Patient participation in Crete meeting	Oct 2025
Oxford PAG Day & comms lab	Nov 2025
Posters, flyers, mini-videos live	Nov 2025
Pilot plan + budget signed off	Nov 2025

\*PAG = Public Advisory Group (patients & public contributors)

These events will be covered in the D7.6 Ecosystem Stakeholder Engagement Event Report (v1) due in November 2025.

Group	What they need from NetZero AICT	Influence level*
<b>Project consortium (researchers, ethics leads, IP team)</b>	Rapid, decision-ready feedback and clear task ownership	<b>High</b>
<b>Public Advisory Group (PAG)* &amp; external advisors</b>	Genuine co-creation roles, transparent “you-said → we-did” reporting, early sight of draft outputs	<b>High</b>
<b>Healthcare professionals (radiologists, CT technologists, clinicians)</b>	Evidence of clinical benefit & safety, practical workflow guidance, CPD-accredited learning	<b>High</b>
<b>Technology &amp; industry partners (CT-scanner manufacturers, AI vendors, MedTech SMEs)</b>	Technical specs, interoperability roadmap, carbon-metric use-cases, pilot-site opportunities	Medium-High
<b>Policy &amp; regulatory bodies (European Commission, Parliament, national regulators, HTA agencies)</b>	Concise impact briefs, compliance mapping, invitations to workshops and pilots	Medium-High
<b>Patients &amp; wider public</b>	Plain-language updates, multiple ways to take part, assurances on data privacy and eco-benefits	Medium
<b>Media &amp; science communicators</b>	Accurate key messages, visual assets, timely access to experts and success stories	Medium-Low

\*The composition and engagement of the PAG aligns with the requirement in [Task 1.3](#) to recruit members from at least five EU countries and involve them in governance structures.

\*This stakeholder mapping will be iterated throughout the project.

## 2. Results and discussion

### 2.1. Work package integration – how each stream involves the public

WP	Topic	How PAG / public are involved
1	Legal, ethical, sustainability (complete)	Ethics workshops; PAG reps on Ethics & Innovation Groups
2	Data repository & connectivity	Feedback on data access; privacy checks
3	Data classification	Lay review of labels; fairness testing
4	Green AI model training	Plain-English explainability checks; carbon-metric priorities
5	Clinical validation	Review and validate approach to validation
6	IPR & sustainability	Comment on licences; equitable-access advice
7	Comms & dissemination	Co-author lay outputs; co-design iterations of posters, flyers, animations

### 2.2. How we will involve people

We will involve people in NetZero AICT by following five guiding principles—openness, respect, inclusion, privacy and climate-care—and translating them into action. Stakeholders will hear from us and be able to talk back through a mix of channels: email updates, newsletters, a moderated Discourse forum (estimated go-live data October 2025), social-media feeds, interactive webinars, hands-on creative workshops, pop-up information stalls in hospitals, and larger conferences. We will publish an annual plain-language “You Said → We Did” summary so everyone can see exactly how their ideas and concerns have shaped the project’s decisions.

We will also run at least one targeted face to face engagement activity to support participation from people that find online engagement difficult, and ensure that we listen to people from seldom heard groups.

### 2.3. How we will increasingly engage in scientific, policy and industry networks.

In addition to project partners involving patients and the public, and external experts via the External Advisory group, the project team has been engaging and building on our networks. The project team will continue to be active in engaging with relevant scientific, policy and industry networks and continue to explore what existing networks, associations and groups are related to our work, and what we can learn and contribute. The following outreach activities are being considered and will be discussed in the co-design workshop planned for Summer

#### 2.3.1. Industry & Policy Outreach

- Attend high-impact industry fairs (e.g., ECR 2026 — European Congress of Radiology) to showcase NetZero AICT progress and gather market insights.

- Engage European institutions – deliver briefings and invited talks for the European Commission and European Parliament (especially the STOA panel — Science and Technology Options Assessment) through working groups, workshops and webinars.
- Build partnerships with radiologists and CT-scanner manufacturers to co-design carbon-aware imaging workflows.
- Collaborate with international societies – MICCAI — Medical Image Computing and Computer-Assisted Intervention Society and SIIM — Society for Imaging Informatics in Medicine – to disseminate methods and invite peer review.
- Plug into pan-European health-innovation networks such as IHI — Innovative Health Initiative, legacy IMI — Innovative Medicines Initiative projects, and MedTech Europe, aligning sustainability metrics.

### 2.3.2. Geographic Reach & Thought-leadership

- Scale engagement locally (participating clinical sites), nationally and globally, prioritising regions with high CT demand and decarbonisation agendas.
- Engage pioneering research groups: for example groups developing complementary green-AI or low-contrast CT solutions.
- Publish clear scientific aims, methods and interim outcomes in open-access journals and plain-language briefs.
- Shared learnings from and with other projects in development of Health Technology Assessment pathways

### 2.4. Headline roadmap

(this roadmap outlines multi-stakeholder group engagement activity organised by NetZero AICT, it does not include internal project team meetings, or participation in externally organised events, as these are explained in other project documentation )

#### Year 2 – Pilot (May 2025 → Nov 2025)

- Three co-design workshops delivered as 2-hour deliberative engagement sessions bringing together researchers from across the project and involving PAG members as patient and public representatives. (M18, M19, M22)
  - How to measure social & environmental impact.
  - How the AI system will be delivered (cloud vs local servers).
  - The format of upcoming engagement events.
- Creative engagement activity as part of the Month 23 project meeting - co-delivered with PAG members (M23) – Crete
- Oxford PAG Day & asset pack v 1.0 live (M24)
- PAG members will be invited to an in person event in Oxford. The event will be facilitated by the stakeholder engagement lead and will involve review of project activities, a communications workshop and an evaluation activity.

#### Year 3 – Refine (Dec 2025 → Dec 2026)

- 2 multilingual info sessions (M26-29)
- Hospital pop-up stall pilot (M27)
- “Art of the Possible” webinar (M28)
- Creativity Workshop #2 (M30)
- Online mini-conference (M32)



- Steering-Committee Go / No-Go (M36)

#### Year 4 – Scale-up \* (Jan 2027 → Dec 2027)

- 3-site roadshow (M37-44)
- Large online conference (M40)
- Impact-reflection workshop (M45)
- Year-5 planning (M48)

\*Only if approved in Month 36.

### 2.5. How we will measure success

**Numbers** – attendance · diversity score · newsletter reach · social metrics

**Quality** – project decisions changed · vox-pop quotes · PAG satisfaction

**Learning** – post-event polls (for public facing events other than PAG sessions) · yearly external review

These metrics will also support the periodic reviews and ethical oversight activities.

### 2.6. Risks and Mitigation Plans

Risk	Likelihood	Impact	Mitigation
Meeting fatigue	Medium	High	Mix formats; keep sessions short & useful
Low PAG diversity	Medium	Medium	Targeted outreach; support & incentives
Data-sharing worries	Low	High	Plain-English privacy notes; quick-response FAQ

### 2.7. Resources

**Financial resource** - The budget for patient and public Involvement activity is managed by the University of Oxford team. The engagement budget that covers participation in industry events, and communications is managed by Amires and administered by all project partners.

**People** – engagement lead · comms designer · translators

**Events** – venue hire · online tools · accessibility services

**Content** – graphic design · video production · printing

**Contingency** – 5 % of total engagement budget

### 2.8. Governance

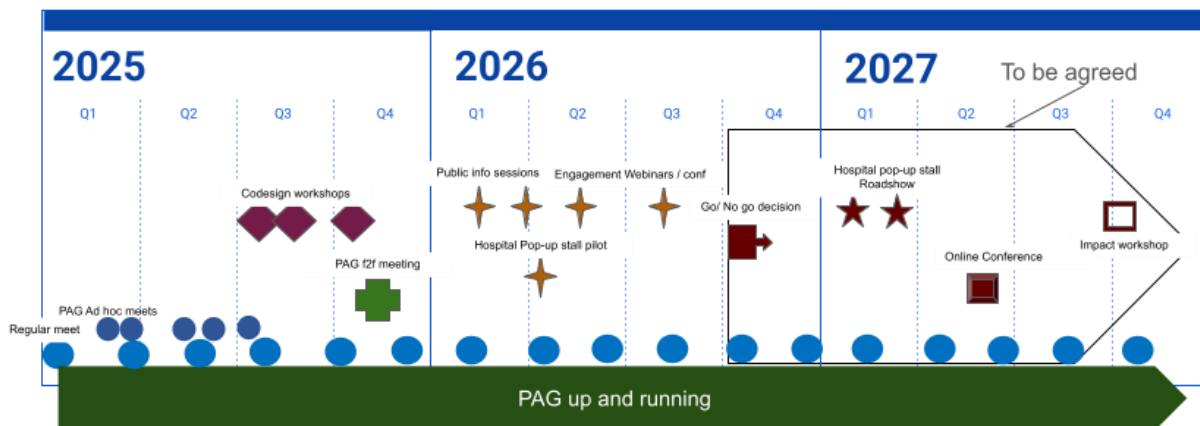
- The stakeholder engagement plan is led by the University of Oxford in Collaboration with Amires and other project partners. The Project Steering Committee is the executive decision-making body in the project.
- PAG Terms of Reference & confidentiality clauses have been drafted and agreed in principle.
- PAG members have been formalised in project executive groups (e.g. PSC, IMG), as committed in [Task 1.3](#).
- Quarterly reports to Steering Committee & Ethics Group
- Annual independent quality review

## 2.9. Key milestones timeline

Month #	Date	Milestone
18	Jul-25	Co-design #1 (impact)
19	Sep-25	Co-design #2 (AI delivery)
22	Sep-25	Co-design #3 (events)
23	Oct-25	Crete F2F + Creative engagement activity #1
24	Nov-25	Oxford PAG Day + asset pack v 1.0
26-29	Jan-Apr 2026	2 multilingual info sessions
27	Feb-26	Hospital pop-up stall pilot
28	Mar-26	"Art of the Possible" webinar
30	May-26	f2f workshop with participants from seldom heard groups
32	Jul-26	Online mini-conference
36	Dec-26	Go / No-Go decision
37	Jan-27	Roadshow starts *
40	Apr-27	Mid-scale online conference *
45	Sep-27	Impact workshop *
48	Dec-27	Year-5 plan agreed *

\*If approved at Month 36

## Draft engagement activity timeline



### 3. Conclusions

Deliverable 7.12 outlines the consortium's refined approach to stakeholder engagement as part of Task 7.3 *Stakeholder engagement, involvement and ecosystem building*. This plan is integral to the NetZeroAICT project's ambition to reduce the environmental impact of CT imaging while safeguarding its clinical value.

The engagement framework presented here is designed to ensure that diverse stakeholder perspectives—particularly those of patients, the public, and healthcare professionals—are embedded throughout the project lifecycle. By combining structured co-design activities, inclusive communication tools, and transparent governance, the plan supports the project's broader commitments to responsible research and innovation (RRI), ethical practice, and sustainability.

The pilot phase (May–November 2025) will serve as a critical testbed for these engagement mechanisms, enabling the consortium to evaluate participation levels, influence on project decisions, and the effectiveness of communication formats. Insights gained during this phase will inform the refinement and scaling of engagement activities in subsequent project years.

This deliverable contributes directly to Horizon Europe's objectives by promoting societal relevance, inclusivity, and environmental responsibility in health innovation. It also establishes a foundation for long-term stakeholder collaboration, which will be essential for the successful adoption and impact of NetZeroAICT outcomes.

### 4. Degree of progress

The Deliverable 7.12 is 100% complete. The refined stakeholder engagement plan V2 will be submitted by M39.

### 5. Dissemination level

The Deliverable is public.