

# NANEMIAR

## Nanomedicine Approach to Normalize Erythrocyte Maturation in Congenital Anemia by Messenger RNA

### D5.2 Dissemination and Exploitation Plan

#### SHORT DESCRIPTION

This document describes the dissemination and exploitation strategies of NANEMIAR on the different activities to be developed, the tools to be employed, the channels to be used, and the communication plan.

#### DISSEMINATION STATUS

PUBLIC

#### DATE

March 27, 2024



Funded by the  
European Union

This project has received funding from the European Union's Horizon Europe Research and Innovation

Programme 2021- 2027 under the grant agreement No 101080156



#### DELIVERABLE INFORMATION

Project number:	101080156
Project acronym:	NANEMIAR
Project name:	Nanomedicine Approach to Normalize Erythrocyte Maturation in Congenital Anemia by Messenger RNA
Deliverable number:	D5.2
Deliverable title:	Dissemination and Exploitation Plan
Deliverable version:	v.1
Work Package number:	WP5
Work Package title:	Project Management
Due Date of delivery:	M6 (March 31, 2024)
Actual date of delivery:	
Dissemination level:	Public
Editor(s):	Dr. Ana Belén Pérez Oliva (FFIS-IMIB) Dr. Jenny van Asbeck-van der Wijst (MERCURNA BV) Dr. Christophe Lachaud (CNRS)
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## HISTORY CHART

Version	Publication date	Change	Page
1.0	2024-03-27	1 <sup>st</sup> Version of the deliverable	

## LIST OF ABBREVIATIONS

Abbreviation	Description
DEP	Dissemination and Exploitation plan
C&D	Communication and dissemination
FTO	Freedom to Operate
GDPR	General Data Protection Regulation
IPR	Intellectual property rights
KPIs	Key performance indicators
NDA	Non-disclosure agreement
R&D	Research and development
TBD	To be determined



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## 1. Introduction

The main purpose of the Dissemination and Exploitation Plan (DEP) is to enhance the vision and outcomes of the project building from an impact-based dissemination, communication, and exploitation strategy to guarantee its acceptance throughout the EU involving both the general public and the main stakeholders.

NANEMIAR project outcomes, such as the data packages, as well as specific technologies and methodologies will be regularly updated through a feedback loop of interaction with project partners and stakeholders. Where possible, these will also be made available on the project's website.

The coordinated activities will ensure that the different target groups are addressed in an appropriate manner. Dissemination will be oriented to build credibility and reliability within the pharmaceutical and clinical community, as well as trust and understanding in new technologies for patients and the general public. Together, this is focused on creating value for the different stakeholders and preparing NANEMIAR for future market opportunities.

Related topics

*GDPR compliance* – All materials and events will be organised following ongoing regulations at the EU and national levels.

## 2. Communication, dissemination and exploitation strategy

### 2.1. Objectives

As we described during the proposal stage, there is significant unmet need for effective, safe, and affordable alternatives that reduce the blood transfusion burden in  $\beta$ -thalassemia and other non-iron anemia patients. Current therapeutics involve *ex vivo* gene therapy or agents that target ineffective erythropoiesis. Yet, these therapies come either at significant cost or have serious side effects due to systemic application.

#### Added value of NANEMIAR

The project is designed to deliver PoC for an innovative targeted mRNA-based therapy treatment that has the potential to effectively treat  $\beta$ -thalassemia in a safer and more cost-effective manner than current treatments available.

The NANEMIAR communication and dissemination (C&D) strategy aims to efficiently and effectively use mainstream communication tools to increase public and stakeholders' awareness about the added value of the project, to stimulate acceptance and, through project exploitation strategy, to foster uptake of NANEMIAR findings throughout the European Union.



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An integrated impact-driven approach will be adopted through a multi-stakeholder and multi-channel strategy, with the following specific objectives:

#### Overall goals

- To communicate and disseminate the main message of NANEMIAR and its outcomes at European, national and regional level.
- To reach and motivate all target groups and foster their interest in the project.
- To measure the results and impacts generated by the implementation of C&D activities.
- To exploit the results obtained in the project for development of novel medicines.

#### Specific goals

- To create a brand identity of NANEMIAR to make it easily recognisable.
- To select the most efficient communication tools and make optimal use of resources.
- To build credibility and reliability within pharmaceutical and clinical communities.
- To increase public awareness on the activities and the achievements of the project based on a multichannel approach, also exploiting NANEMIAR partners' own communication channels.
- To generate stories that will secure wider media coverage at local/national or European level.
- To engage with the main stakeholders by implementing dedicated workshops and activities in collaboration with organizers of public open days and/or patient organizations to promote NANEMIAR generated knowledge at European level.
- To manage intellectual property and seek patent protections where possible.
- To keep a close interaction among partners, stakeholders, public authorities, other EU projects.

Table 1. Overview of C&D and exploitation strategy

	Communication	Dissemination	Exploitation
Objectives	Promotion of the project and its results	Public disclosure of results. Information and mobilisation of target groups.	(Public) Disclosure of results. Information and mobilisation of target groups.
Audience	General public, including patients and their families; the media	Scientific, pharmaceutical, and clinical communities.	Pharmaceutical, and clinical communities.
Language	Layman's terms	Scientific language	Scientific and business language
Channels	Website (NANEMIAR and partners' websites), partners' newsletter, (social) media, news items, public events	Peer-reviewed journals, congresses and conferences, repositories	Peer-reviewed journals, congresses and conferences, patent databases



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## 2.2. Key target groups

Table 2. Overview of target groups and their input/benefit

	Main group	Specific key target group	What can they bring to the project?	How can the project be of interest?
Internal audience	Project partners	Researchers	Developing and executing the project activities. Contributing to the advancement of the knowledge and maximizing the impact of the action.	Gain experience and knowledge in the respective field, interact with peers
		Administrative members	Supporting project activities and increasing visibility of outcomes and results	Participate in networking events
	European Commission	Horizon Europe project representatives	Supporting project activities and networking opportunities, and future funding options	Gain insights into projects results and suggest interactions to foster synergies and wider interest
External audience	Academia / scientific community	Researchers and groups	Establish connections for future collaboration, and interaction on scientific outcomes, methods etc.	Novel methodologies can be relevant to their work
		Members of scientific advisory boards, committees, national and international networks, related EU projects, etc.		New interactions and insights into the topic, and potential new members
	Pharma/Biotech companies	Researchers and R&D teams	Establish connections for future collaboration, and interaction on scientific outcomes, methods etc.	Novel methodologies can be relevant to their work and future options for implementation of new technologies
		Business developers and management	Potential collaboration agreement for future exploitation of project results and possible financing options	
		Investors and venture capital	Financing options for exploitation and further project development	Investment opportunities in emerging fields of drug development
	Clinicians	Hematologists	Information about the patient perspective, the mechanism of disease, and	Novel scientific insight and the advent of new therapies for their patients

			clinical development strategy	
	Patients /end user	Congenital anemia patients and their families	Information and interaction about the patient perspective and awareness support	The advent of novel therapies that may improve their quality of life
		Patient organizations and representatives		Novel scientific insight on new therapy options for patients
	General public	University students, civil society	Support towards public perception, engagement, and awareness	Insights into scientific career, drug development and outreach information about congenital anemia and new treatment options
		EU, national and local media	Public engagement, project promotion and awareness	Press releases, news articles and social media posts on the project

### 2.3. Tone of voice and key message

The main message of the NANEMIAR project is aimed at developing a novel treatment option for patients with congenital anemia. Also, we will generate new methodologies and technologies, by a wide variety of experimental animal and human models.

Variations of our message will be adapted for each audience, to secure their engagement with the project objectives. A non-technical language will be preferred when addressing general audiences and patients, given the raising-awareness focus of the communication strategy. A more scientific but clear tone will be preferred for dissemination activities.

In the beginning of the project, the key message will focus on the project's purpose, activities, and goals. In the later stages of the project, the key message will focus more on the project's results. The short version of NANEMIAR's key message is:

#### Key message

*NANEMIAR aims to develop novel treatment options for patients with congenital anemia and generate novel data and methodologies that contribute to the emerging field of mRNA-based therapeutics. We are a research project funded by the European Commission from 2023 to 2026.*

Below are the supporting recommendations for the use of this NANEMIAR's key message with the purpose to facilitate interactions with the different target groups.



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### 2.3.1 Partners

A positive, call-to-action tone will be used to actively engage them with the communication and dissemination activities and invite them to act as multipliers.

#### Recommendations

- All partner organisations will be invited to “link back” to the NANEMIAR website (i.e., to establish a project brief supported by the project URL in their own websites) from their sites. These reciprocal links will at the same time improve the ranking of the project website in search engines such as Google and thus make the project more easily findable via search engines and better positioned.
- All researchers will be invited to include NANEMIAR logo in the signature footer of emails, with a link to the NANEMIAR website and thus promote the project.

### 2.3.2 Academic, pharmaceutical and clinical community

The communication goal is to engage the target audience to be active participants in the project’s milestones. The key message must be positive and persuasive. The language used will be more technical.

#### Recommendations

- Focus on explaining the project innovations and give some examples on how they will be implemented, can be exploited or how collaboration is possible.
- Give extra information on the scientific consortium.
- Explain the availability of the NANEMIAR data.

### 2.3.3 Patient groups

Patient organizations are a fundamental pillar of dissemination of NANEMIAR. Given the novelty of mRNA as therapeutic modality, the NANEMIAR project will offer scientific evidence-based knowledge and transparent information on the risks and benefits. We would also promote interaction with patients as much as possible.

#### Recommendations

- Active involvement in congenital anemia patient's symposia.
- It is a two-way interaction: i) to inform patients and their families of current therapies, clinical trials, and potential treatments; and ii) to understand their needs and fears in face of the disease.

### 2.3.4 General public

NANEMIAR aims to ensure that the project’s message is heard despite differences in cultural background and level of education.

#### Recommendations

- Explain practical examples on how the project’s results will be implemented.
- Give extra information about the social impact of the project.



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Table 3. Communication, Dissemination and Exploitation matrix

Tools / Channels	Type		Objective / purpose	Content	Target group(s)
Visual identity of NANEMIAR	C	D	Brand positioning of the project	Logo, templates	All target groups
NANEMIAR website	C	D	Communication and dissemination of the main message and project updates/achievements	General project information, objectives, impacts, contribution to EU policies, consortium information, news, events, public results	
Social media posts	C	D	Communication of achievements and engaging target groups	Project results, achievements, and events	
Banner/roll-up	C		Communication of the main project message	General project information with objectives and expected impacts	
Project flyer in different languages	C			Brand image, consortium information, project goal	Partners, clinicians, patients and general public
Press releases and news items	C		Project presentation and communication of achievements	General project information, dedicated project milestones and progress, events	Partners, general public, academic, clinical and industry communities
Partners' websites and newsletter	C		Communication of the main message and project updates/achievements. Acting as pro-active multipliers.	General project information, objectives and impacts, consortium information, project updates, public results	Academic and clinicians, general public
Participation in radio interviews	C		Communication of the main message and project updates/achievements. Acting as pro-active multipliers.	General project information, objectives and impacts, consortium information, project updates, public results	General public
Participation in public events	C		Promotion of the project goal and results and creating awareness for mRNA-based therapies	Project description and general information about the disease and therapy options	General public



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Participation in university visits, open days, and teaching activities	C			Increasing project awareness and engaging the new generation of future scientists.	Seminars/lectures, workshops	Academic community, particularly students
Participation in and organisation of patient-centred event	C			Inform patients and their families of current therapies, clinical trials, and potential treatments, and understand their needs and fears in face of the disease.	Patients' symposia and seminars for them and families; Round table video	Patients, clinical community
NANEMIAR final event	C	D		Presentation of the project results and engaging stakeholders	Seminars/lectures, networking	All target groups
Participation in academic-oriented networks and platforms		D		Increasing project awareness and community building	Project information with outcomes and expected impacts	Partners, academic community
Participation in business-related events		D	E	Increasing project awareness and stakeholder engagement	Project information with outcomes and expected impacts, and ways of exploitation	Industry community
Conference presentations		D	E	Presentation of the project milestones and achievements, and engaging stakeholders	Project results, achievements and ways of collaboration/exploitation	Clinical, academic and industry communities
Publications in peer-reviewed journals		D	E	Presentation of project results	Project results	Clinical, academic and industry communities
Patents			E	Protection of project results	Project results	Industry community
Slidedecks		D	E	Presentation of project results and pathways for exploitation	Project results, achievements and ways of collaboration/exploitation	Industry community

## 2.4. Communication and dissemination strategy

### 2.4.1 Communication activities

While dissemination is principally aimed at the clinical, academic and pharmaceutical communities with researchers, technical experts and related parties, communication activities will focus on promotion of NANEMIAR and its results to a non-specialist audience, covering a wide range of groups, at different geographical levels with the objective of increasing awareness and understanding. NANEMIAR's communication activities will focus on a few key headlines outlining the project's results and achievements, targeting a less specialised audience.

Communication will be pursued through the project's public communication channels and tools towards reaching the general public. In order to carry out these activities, in the first months of the project the NANEMIAR consortium will carry out (Table 4):

A: Website design and management

B: Development of promotional material and social media strategy,

Next, the communication activities themselves will be carried out (Table 5)

Table 4. NANEMIAR tools (A) and promotional material development (B) and expected KPIs (key performance indicators)

Communication tools /channels		Objectives	Timescale	KPIs
A	NANEMIAR visual identity	Design, manage and update the project's website and visibility	M1-3	Number of visitors (per project year): 500 Pages visited: 1000 Average time spent on the website (min): 2 min
	NANEMIAR website		M3-6	
	Links to consortium partner information		M3-36	
	Links to news items and special events		M3-36	
	Access to project promotional material and public project results	Engage audience	M3-36	
B	Posters, presentations, banner/roll-up	Inform target groups on project objectives and expected impacts	M2-36	Presentation in 15 events
	Project information sheet		M5-36	500 distributions
	NANEMIAR social media (LinkedIn, X, Instagram)	Increase project awareness, engage stakeholders, and generate new leads for exploitation	M1-36	>100 followers per social media channel
	Press releases and news items		M1-36	12 items



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Table 5. Communication and awareness raising activities and expected KPIs (key performance indicators)

Communication activity name	Objective / description	Communication channel	Target audience	Time scale	KPIs
NANEMIAR Kick-off meeting	Inform about the official launch of the project, increasing project awareness and stakeholder engagement	NANEMIAR website	General public	M2	1 item
		Press release / news items	General public		2 items
		Social media posts	General public		>50 views
		Partners' website / newsletter	Academic and clinicians, general public		1 item
NANEMIAR presentation	Communication of the main project message, increasing project awareness and stakeholder engagement	Project information sheet	Clinicians	M7-M36	10 sheets
			Patients and general public	M7-M36	25 sheets
		Radio interview	General public	M7-M9	1 item
NANEMIAR achievements	Communication of project achievements	NANEMIAR website - news items	All target groups	M3-M36	20 items
		Press release / news items in local press	All target groups	M3-M36	12 items
		Social media posts	All target groups	M3-M36	15 items
		Radio interview	General public	M34-M36	1 item
		Partners' website / newsletter	Academic and clinicians	M1-M36	12 news items included in partners' website / newsletter
Project research teams interviews / NANEMIAR stories	Short interviews with team members to show their perspective / insights related NANEMIAR project	NANEMIAR website	All target groups	M7-M36	6 interviews
		Social media posts			>50 views per interview
Participation in public events	Stakeholder involvement and stimulation to actively participate in the events	Presentations Project information sheet	General public	M7-M36	Presentation of project material in at least 6 events



Patient's event	Round table video with scientist clinicians and patients to show their vision of NANEMIAR (*)	Project information sheet	Patients and their families	M8-M15 (TBD)	1 item Dissemination of video in more than 10 forums plus youtube
NANEMIAR final event	Stakeholder involvement and stimulation to actively participate in the events.	Presentations	All target groups	M35	>50 participants

An initial list of public events identified to participate in:

- International Day of Women and Girls in Science – Annual on February 11
- Get closer to Europe Fair in the Region of Murcia – May 2024
- EXPLORE, A la rencontre de la recherche – June 2024
- The Mediterranean Researchers' night (<https://mednight.eu/>) – September 2024
- Science Week – October 2024
- The Fete de la Science ([www.fetedelascience.fr](http://www.fetedelascience.fr)) – October 2024

(\*) - The engagement of the project with patients and their families began before the official start date of NANEMIAR, since the FFIS/IMIB and the SMS organized the "Day with patients with congenital anemias" on March 29, 2023 in Murcia, Spain. Lesson learned: taking into account that these are patients with a rare disease, it is difficult to gather a high number of attendees. That is why it is proposed to organize the next edition in the format of a round table video that can be disseminated through more forums and channels.



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### 2.4.2 Dissemination and exploitation activities

Dissemination is aimed at researchers, technical experts, and related parties in the clinical, academic and pharmaceutical communities. The main objective is to spread project results throughout EU and wider. The potentially interested target groups identified as part of this C&D Plan and representing the potential end-users will be approached through dedicated dissemination activities, such as:

*Table 6. Target audience and planned dissemination activities*

Dissemination activity name	Objective / description	Type of dissemination activity	Target audience	Time scale	KPIs
Oral and/or poster presentations	Dissemination at (inter)national conferences (Table )	Conferences	Academic and industry researchers, clinicians	M2-M36	At least 6 items
Publications in peer-reviewed journals	Publications in peer-reviewed journals (e.g., Nature Communications, ACS Nano, Science Advances, Blood, etc.).	Other scientific collaboration	Academic and industry researchers, clinicians	M9-M36	1-2 of published articles in scientific journals
Round table discussions	Meeting with stakeholders in the field of congenital anemia, rare diseases, and/or mRNA therapeutics	Education and training event Meetings Clustering activities Collaboration with EU-funded projects	Academic and industry researchers, clinicians	M7-M36	Participation in at least 6 meetings / discussions
Membership of Networks, Associations and Platforms	Dissemination at specific meetings / events of networks, platforms and associations where several partners are members (including Eritropatologist National group, RAIN, ERN-EuroBloodNet, REDCap, COST Action HELIOS)	Other scientific collaboration	Academic and clinical communities	M7-M36	Participation in at least 3 collaboration meetings
Visibility in industry networks	Increasing project awareness and stakeholder engagement. Presentation of project results and pathways for exploitation	Meetings Other	Industrial community (business developers, venture capital, investors)	M23-M36	> 15 slidedecks shared with project results for exploitation



An initial list of scientific events identified to participate in:

*Table 7. Planned dissemination at (inter)national conferences and at Networks, Associations and Platforms events/meetings.*

(Inter)national conference/event/meeting name	Date and place	Partner who will attend
LXV National Congress of the Spanish Society of Hematology and Hemotherapy (SEHH) and XXXIX Congress of the Spanish Society of Thrombosis and Hemostasis (SETH), held jointly with the III Ibero-American Congress of Hematology	26-28/10/2023, Seville, Spain	FFIS-IMIB
Rencontre Maladies rares “La place des femmes dans la prise en charge des maladies rares”	28/02/2024, Paris, France	CRNS
RD cluster – Cluster of Horizon Europe EU-funded research projects on the development of new therapies for Rare Diseases	14/03/2024, Brussels, Belgium	All partners
Rare disorder Annual symposium MarMaRa	18-19/04/2024, Marseille, France	CNRS
Fanconi Anemia Europe Scientific Meeting	23/05/2024 Paris, France	CNRS
European Hematology Association Hybrid Congress EHA2024	13-16/06/2024 Madrid, Spain	FFIS-IMIB /SMS
Eritro Patología (Grupo Español de Eritropatología)	June 2024 Madrid, Spain	SMS
RAIN (Rare Anemias International Network)	TBD	FFIS-IMIB/SMS
American Society of Hematology (ASH Meeting)	TBD	FFIS-IMIB /SMS, CNRS
Annual mRNA-Based Therapeutics Summit	2025 or 2026	Mercuria
Société Française d'Hématologie (SFH)	TBD	TBD
EMBO (**)	TBD	TBD
Abcam (**)	TBD	TBD
EuroBloodNet (**)	TBD	FFIS-IMIB /SMS
ReDCap (**)	TBD	FFIS-IMIB /SMS

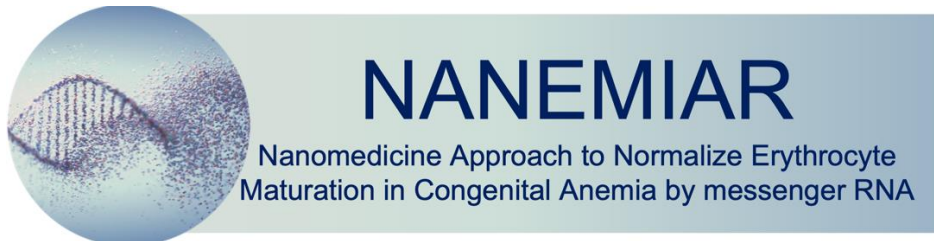
(\*\*) - The opportunity for participation will be evaluated depending on the scientific program proposed for the event/meeting, preferably attending to those that address topics related to NANEMIAR.



## 2.5. Tools and channels

### 2.5.1 Visual identity

#### Logo



#### Font

Calibri Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 (!#\$%&/.|\*`@',?;:)

### 2.5.2 Templates

#### Word documents and deliverable templates



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### Presentation templates



### 2.5.3 Communication toolkit

The project will produce a communication kit including a flyer, poster, roll-up, and template slide presentation with general information about the project objectives, approach, partners, and expected impact. The aim of these materials is to raise awareness of the project, to establish the project's identity and to guide interested readers to the project website, where more in-depth information can be found, as well as to social media profiles, where the project's progress and activities can be followed.

The communication kit will be created in English and each partner will be responsible for its translation into their main language, in order to easily reach local audiences. It will be available in an electronic version on the website to download and it will only be printed if necessary.

Posters and flyer will be distributed at workshops and conferences organised by or with the participation of project members. The use of printouts will be evaluated in advance considering the effectiveness of printed promotional material. In any case, eco-friendly printing measures will be taken (ecolabel paper, low-VOC inks, double-sided printing, reducing the text size and number of pages, etc.).

### 2.5.4 Website

The website serves as the main information gate of the project. Here, general and specialized information will be stored, updated and permanently accessible to any interested party. It will contain information about the project, its progress, results, and impacts as they are obtained.

Also, it will provide information on all project activities, upcoming events and contact details for all project partners in order to facilitate cooperation and knowledge sharing within and beyond the consortium.

Domain: [www.nanemiar.eu](http://www.nanemiar.eu)

Languages: English (some materials and content available in French or Spanish (as example the flyer for patients and their families)).

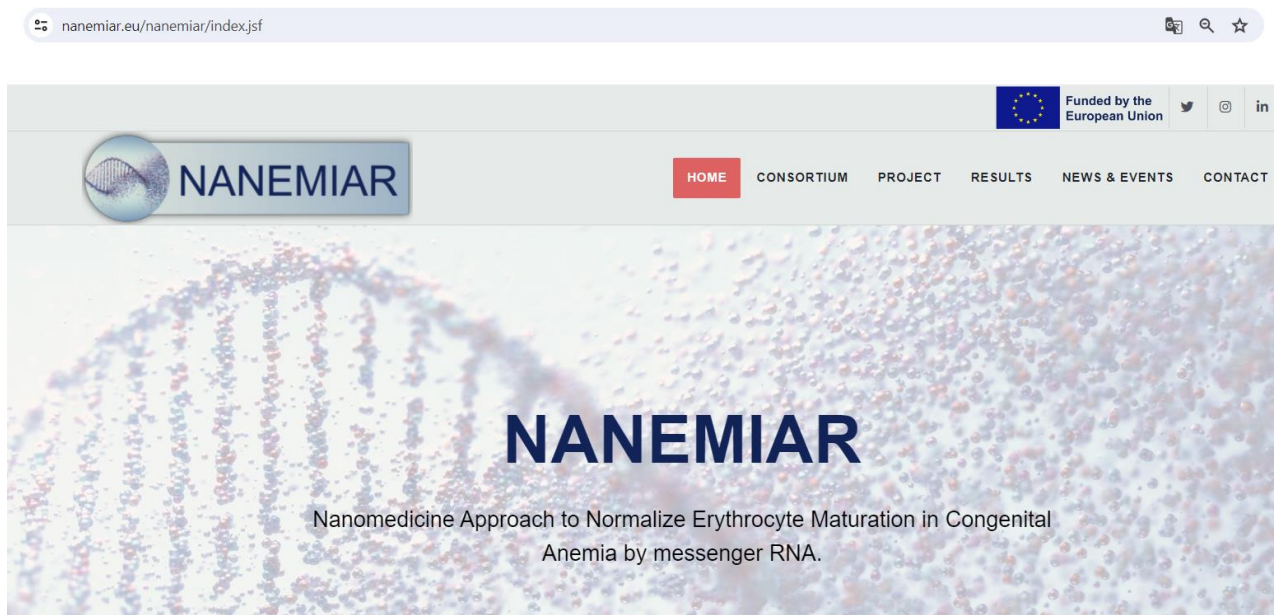


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Homepage screenshot



## Expected impact of our project

	<h3>Scientific Impact</h3> <ul style="list-style-type: none"><li>New breakthrough scientific knowledge on mRNA therapies</li><li>Strengthening R&amp;I on congenital anemia</li><li>Promoting knowledge transfer and Open Science</li></ul>
	<h3>Societal Impact</h3> <ul style="list-style-type: none"><li>Addressing needs for new therapeutic options that ultimately increase patients' ability to work/participate in society</li><li>Strengthening awareness and uptake of mRNA approaches in society</li></ul>
	<h3>Economic Impact</h3> <ul style="list-style-type: none"><li>Promoting innovation-based growth in academia and industry</li><li>Leveraging R&amp;I investment with potential for reduced development and healthcare costs</li></ul>



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### 2.5.5 Social media

The activity on social networks will reinforce the project scope and will help members to connect with the societal reaction on congenital anemia and mRNA-based drug development.

Specifically, NANEMIAR has open accounts at **X, Instagram, and LinkedIn**.

Social media content will be generated and managed by the consortium members, who will also publish the relevant information in their social networks. This communication channel is expected to be efficient in communicating project activities and ensuring a strong public presence.

#### *X*

Addressed mainly to the scientific community in academia and industry.

Main content:

- Promotion of NANEMIAR events
- Participation in third part events
- Dissemination of results
- General facts and news about congenital anemia and mRNA

Profile: @NANEMIAR <https://x.com/nanemiarm>

#### *Instagram*

Addressed mainly to general public.

Main content:

- Promotion of NANEMIAR less scientific and technical events
- Dissemination of results
- General facts and news about congenital anemia and mRNA

Profile: @NANEMIAR <https://www.instagram.com/nanemiarm>

#### *LinkedIn*

Addressed mainly to mainly to the scientific community in academia and industry.

Main content:

- Promotion of NANEMIAR events
- Participation in third part events
- Dissemination of results
- General facts and news about congenital anemia and mRNA

Profile: <https://www.linkedin.com/showcase/nanemiarm>

#innovation #research #EUproject #HorizonEurope #EUFunded #congenitalanemia #mRNA



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### 3. Exploitation strategy

To efficiently allow translation of research results into innovation, all data generated by the NANEMIAR consortium will be considered for protection prior to publication and, if applicable, appropriate steps will be taken towards industrial exploitation of the knowledge for market development. The specific goals for exploitation are:

- To allow safe disclosure of previous knowledge and new ideas
- To secure the ownership of project innovations
- To create financial value and economic growth through new inventions
- To prevent or discourage unauthorised use of the results by others.

#### 3.1 Management of intellectual property rights

Management of intellectual property rights (IPR) generated in the project is divided into three phases:

**The first one (“Agreement phase”)** is addressed in the NANEMIAR Consortium Agreement. The main topics are the definition of Background and Foreground and the mutual access of partners to these.

**The second part (“Innovation phase”)** of IPR management involves the actual project. Alongside project execution, the resulting Foreground is defined, protected when feasible, and the ownership and sharing of IPRs are addressed.

**The third part (“Exploitation phase”)** is initiated as soon as possible upon IP protection and continues as long as the results of the project are exploited by the partners and third parties.

This section below will mainly focus on the Innovation and Exploitation phase.

#### 3.2 Innovation

The assessment of IPRs eases the commercialization activities of the IPRs as it can be important in negotiations with other partners about IPR exploitation or in other strategic decisions, for example when selling or licensing the IPRs or raising funds related to the exploitation of the IPRs.

##### 3.2.1 Protection of Foreground

Any Foreground that has potential for commercial, industrial or other type of exploitation, will be protected. This can be either Copyright or Industrial property rights. NANEMIAR will focus on industrial property rights, particularly patents, which protect the financial interests of the holder of the rights.



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The knowledge produced during the project shall be the property of the partner carrying out the work. In case of jointly generating new knowledge, partners will establish joint ownership. Early on in the project, we aim to perform a Freedom to Operate (FTO) analysis, likely performed a specialized patent lawyer.

The IPR owner is not obliged to use a patent lawyer, though it is highly recommended as the field of patent application is complex and legal assistance will ease the process.

Since patent applications take a long time (tens of months), data can be shared with third parties under NDA (non-disclosure agreement) to stimulate exploitation prior to public record of a patent. In case a partner does not want to protect results that have the potential for industrial or commercial application, the partner is obliged to notify the EC up to four years after the end of the project and be careful not to perform any dissemination activity before this notification.

### 3.3.2 IP registry

To support exploitation, the partners will monitor project results following Table 8.

This will also involve careful identification, assessment and plans for mitigation of any potential risks related to the exploitation of the IPRs (including potential internal or external disputes).

Regarding data ownership and access, the complete dataset developed during the project lifetime will be confidential and only NANEMIAR consortium members will have access. As described in the consortium agreement, partners must give each other access on a royalty-free basis to results needed for implementing their own tasks under the action. Additionally, beneficiaries must give each other – under fair and reasonable conditions – access to results needed for exploiting their own results. Requests for access may be made up to one year after the set-out period unless agreed otherwise.

### 3.3.3 Open access

NANEMIAR will guarantee open access to project results, balancing openness and protection of scientific information, commercialization, and IPR, privacy concerns, security as well as data management. Open Access typically focuses on access to “scientific information”, which refers to two main categories:

- Scientific publications (published in peer-reviewed academic journals);
- Scientific research data (data underlying publications and/or raw data).

Open Access does not aim to affect IPRs. Each partner has to decide if, when and which results to disseminate, in a way that does not affect the IP generated by research results and more specifically in a way that will not disrupt the decision to exploit research results commercially, e.g. through patenting. The decision on whether to publish through open access must come after the more general decision on whether to publish directly or to first seek protection for IPRs. This means that the consortium will decide the dissemination of the scientific information, having taken into consideration if and how to protect IPRs generated in the lifetime of the Project.



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As such, all publications related to NANEMIAR results will be considered only after concluding on the IPR exploitation scheme, respecting the dissemination level of each deliverable and with the assent of all partners.

### 3.3 Exploitation

The consortium is eager to exploring potential pathways to commercialization by involving end-users and stakeholders early on in the project.

Following proof-of-concept studies, they need additional funding to prioritize and perform the activities that are required to bring the formulation to the next phase: pharmacology, pharmacokinetics, and toxicology assessments, GMP setup, safety and efficacy studies in humans (Clinical Phase I/II). The first steps can be established by non-dilutive financing such as the EIC Accelerator. At a later stage, venture capital and biotech/pharma interest are highly recommended to initiate co-development deals or other ways for exploitation. Mercurna, as SME, will be the main responsible for these exploitation pathways. Ultimately, we aim for direct sales of the protected product based on the IPRs or licensing the IPRs.

#### 3.3.1 Target groups and stakeholders

##### **Biotech/Pharma companies**

The project partners will use the project results for patent protection and share findings with businesses to seek funding and partnering options for further development of their proposed drug upon proof-of-concept stage (Table 6).

##### **Researchers**

The project partners will publish and disseminate the project results through academic conferences and scientific journals. The project results will then be used in further research activities (Table 6).

##### **Clinicians**

They will disseminate project results and seek connections with the clinical community focused on congenital anemia through academic conferences and scientific journals. This will be used to provide novel treatment opportunities and stimulate clinical development trajectory (Table 6).

#### 3.3.2 Key activities to support the exploitation of results

Since the proposal stage, NANEMIAR has identified key actions to exploit the project results during and after its implementation period. Overall, the main objective is to produce a proof of concept for efficacy of its newly developed drug product for the treatment of congenital anemia. The knowhow generated will be widely used by all partners as well as other stakeholders.



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Similar to the C&D activities, the NANEMIAR brand will be used to support and facilitate exploitation. Other steps involve:

- Identification of the main stakeholders for the innovation
- Establishing a strategy to influence the key stakeholders
- Creation of a final exploitation plan to describe and clarify the strategy for further deployment of the outputs of the project.



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Table 8. IP registry tool

Results information					Results ownership & IPR strategy					TRL
No.	Title	Description	Relation to project	Relevant background knowledge & IP	Partner name	Shares of IP rights	Nature of involvement	Preferred protection/exploitation route	Product	Current/expected TRL
1			WP/Task/Deliverable		xx					
					xx					
2										



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## 4. Calendar

	2023			2024												2025												2026											
Project month	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36			
Deliverables			D5.1			D5.2						D5.3												D5.4												D5.5			
Milestones											M1												M2																
Communication																																							
Kick-off																																							
Website (own and partner)																																							
Project info sheet																																							
News items /press releases																																							
Social media																																							
Press releases																																							
Radio interview																																							
Presentations																																							
Dissemination																																							
Publications																																							
Conferences																																							
Round table																																							
Memberships																																							
Exploitation																																							
Patents																																							
Slidedecks																																							

Figure 1. Project timeline with communication, dissemination, and exploitation activities (dark blue) and scheduled deliverables



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## 5. Monitoring of all activities

Work Package leader (IMIB-FFIS) will work for an effective communication and dissemination strategy under the following responsibilities:

- Define the communication and dissemination strategy and execute it.
- Coordinate all the communication, dissemination and exploitation activities among the consortium members.
- Monitor the impact of communication actions.

To speed up and optimize the decision-making process of the communication and dissemination actions, each partner will designate a communication contact person (Table9) to discuss and coordinate the shared tasks.

All the partners are required to involve and dedicate time to project communication. This involves publishing project's news in their own communication channels (website, social media, etc.), participating in fairs, conferences and clustering activities with other projects, and distributing press releases to local media.

A yearly monitoring report will be prepared with the participation of all partners to know, evaluate and adjust, if needed, the C&D efforts. The WP leader will be in charge of collecting the main data for the annual report, while C&D&E delegates from each partner organisation will provide information according to the monitoring sheet indicated in our shared folder.

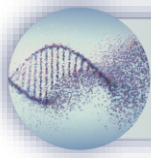
*Table 9. Communication contacts*

Partner	C&D&E delegate
IMIB-FFIS	Ana Belén Pérez Oliva
CNRS	Christophe Lachaud
Mercuria	Jenny van Asbeck

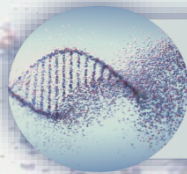


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# NANEMIAR



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Nanomedicine Approach to Normalize Erythrocyte Maturation in Congenital Anemia by Messenger RNA

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IMIB  
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