3D PATH

D6.2

Interim dissemination & communication plan

CLEPIO BIOTECH

DATE: 2025.09.30

Document control page

Project name	**3DPATH**
Document	**D6.2 – Interim dissemination & communication plan**
Type (distribution level)	**☒ Public** **☐ Sensitive (confidential as specified in the Grant Agreement)**
Due delivery date	**30 | 09 | 2025**
Date of delivery	**30 | 09 | 2025**
Status and version	**v1**
Deliverable responsible	**Clepio Biotech**
Author	**Alessandra Franceschini (Clepio Biotech)**
Official reviewers	**Taiana Deodato Reis (Clepio Biotech)** **Guido Panfili (Clepio Biotech)**

PARTNERS:

Table of contents

Executive summary **3**
1. Introduction **4**
2. Project Coordination and Management **4**
3. Target Groups and Stakeholders **5**
4. Strategy **8**
4.1. Strategic Phases **9**
4.2. Core Messages **11**

Executive summary

Deliverable 6.2 presents the "Interim dissemination & communication plan" of the 3DPATH project, which defines the strategy, and activities to ensure the effective visibility of the project and its results. The plan is based on the preliminary identification of target groups and stakeholders, and it establishes a coherent framework of actions designed to support communication, dissemination, and exploitation throughout the project lifecycle.

Overall, this interim dissemination & communication plan is designed to strengthen awareness of the 3DPATH solution among the academic, clinical, industrial, and investor communities, while at the same time preparing the ground for post-project activities and the commercialization of the 3D scanner.

1. Introduction

The 3DPATH dissemination and communication plan outlines the framework of our project over appropriate visibility and information sharing. The plan aims to ensure that the right messages reach stakeholder groups, especially those who can influence project developments for the commercial growth of the 3DPATH solution.

The document is organized into three sections. The first focuses on identifying and addressing potential problems by achieving defined milestones and deliverables. A key element of this phase is the identification of stakeholder groups, which will be an important asset for the 3DPATH project. Stakeholders will provide valuable input for testing the third prototype, helping to refine and implement the commercial solution well beyond the project's lifetime.

The final section sets out the specific goals of communication and dissemination. It outlines an external campaign aimed at expanding the project network, engaging new stakeholders and investors, promoting 3DPATH scanner after project completion, and raising interest within the scientific community through publications and participation in conferences.

2. Project Coordination and Management

Project activities will be continuously monitored in order to identify and address potential issues at an early stage. To this end, monthly video calls will be held throughout the duration of the project, complemented by four in-person meetings: one at the kick-off and one at the end of each project year. Milestones and deliverables will serve as key references to evaluate progress and ensure alignment with objectives. In addition, two technical reports will be produced at M12 and M36 to provide a structured assessment of achievements and challenges.

Detailed Monitoring Program

- **Monthly Coordination Calls (Months 1–36)**
    - **Online video meetings** with all partners are scheduled each second Tuesday of the month.
    - **Objectives**: progress check, early identification of issues, coordination of upcoming activities based on milestones and deliverables, and sharing of best practices.

- **Action items**: Minutes of each call will be circulated within one week to ensure traceability. They will be properly documented in the project's shared folder, accessible to all partners.

➢ **In-Person Meetings (4 total)**

- **Kick-off Meeting (M1)**: set priorities, validate work plan, and confirm partner roles.
- **Annual Meeting 1 (M12)**: review first-year progress, assess prototype development, and deliver the first technical report.
- **Annual Meeting 2 (M24)**: evaluate second-year results, address exploitation activities, and update dissemination actions.
- **Final Meeting (M36)**: present final project outcomes, deliver the second technical report, and plan follow-up exploitation steps.

➢ **Technical Reports**

- **First Report (M12)**: covers the initial phase, focusing on prototype testing, stakeholder engagement, and early communication outcomes.
- **Second Report (M36)**: provides a comprehensive overview of project results, feedbacks and recommendations for post-project exploitation.

3. Target Groups and Stakeholders

Communication and dissemination activities are directed towards well-defined target groups, which can support both the early progress of the 3DPATH project and the later commercialization of its solution. Consequently, identifying these groups is a key step and is presented at the start of this document. The resulting list, while not exhaustive, serves as a common reference point and aligns with certain exploitation activities that involve the same stakeholders.

END-USERS/POTENTIAL CUSTOMERS	
Description	Goals
This group includes public and private hospitals, as well as clinics with anatomo-pathology departments engaged in cancer tissue sample analysis. The target group will be further expanded as new use cases are identified through the exploitation activities.	- **Clinical validation**: Demonstrate the 3DPATH prototype reliability, robustness, and compatibility with existing workflows in routine clinical practice. - **Efficiency & impact**: Showcase the potential of 3D technology to reduce costs, optimize resource use, and respond to emerging clinical needs through newly identified use cases. - **Expert engagement**: Leverage advisory boards and peer-to-peer workshops to collect user feedback, foster dialogue among specialists, and refine the solution for broader adoption. - **Sustainability & market readiness**: Validate business models and procurement strategies to ensure long-term adoption beyond the project.

ACADEMIA AND RESEARCH INSTITUTIONS	
Description	Goals
Universities, specialized research centers and academic departments focused on cancer and anatomopathological research.	- **Long term collaboration**: Foster enduring partnerships to advance the technology and ensure continuous knowledge exchange within the scientific community. - **Research & Validation:** Promote research initiatives to validate the solution and explore its potential in emerging clinical and pre-clinical applications. - **Synergies & Adoption:** Encourage future research on complementary

	technologies and methods to create synergies that enhance the impact of 3DPATH solution and foster adoption of the prototype at the research level. This will ensure that results from academic studies are both usable and easily interpretable once the prototype enters clinical practice, supporting its establishment as a gold standard for cancer tissue analysis. - **Scientifc dissemination:** Promote scientific dissemination through co-authored publications, conference presentations, and integration into academic teaching. - **Scientific & Methodological Framework**: Define scientific and methodological requirements that can open the way to new use cases and interdisciplinary applications beyond the project's initial scope.

INVESTORS AND FUNDING ENTITIES	
Description	Goals
Venture capitalists, healthcare, medtech and biotech investors and EU funding bodies with a mandate to support scalable technologies.	- **Early-Stage Investment:** Attract early-stage investment to accelerate commercialization and provide sustained support for the 3DPATH prototype. - **Market Positioning** Position 3DPATH project as a high-value opportunity within the healthtech, medtech, and biotech markets. - **Funding Relationships**: Strengthen ties with public and private funding bodies to ensure continuity of development beyond 3DPATH project's lifetime.

	- **Investor visibility:** Build visibility within the investment community by presenting results at dedicated investor events, pitching competitions, and industry fairs, continuing these efforts beyond the project's completion.

POLICY MAKER AND REGULATORY BODIES	
Description	Goals
National and EU-level policymakers engaged in healthcare, oncology, and medical device regulation, particularly those promoting the adoption of innovative diagnostic technologies and the standardization of clinical practices.	**- Health Priorities Alignment:** Align the project with EU and national health priorities, particularly in cancer diagnostics and digital pathology. **- Certification Trial Readiness:** Create opportunities to test workflows and 3D technology samples against the standard pathway, in order to define the approach and key pillars of the study design for the certification trial. **- Regulatory Pathway:** Gain regulatory support to facilitate market entry by ensuring compliance with emerging standards for medical devices and clinical validation. **- Policy Integration:** Promote the integration of the 3DPATH solution into healthcare policies and frameworks, supporting its adoption in clinical practice.

4. Strategy

Communication and dissemination are essential to the success of the 3DPATH project, particularly for an innovative 3D medical technology for large-scale

adoption across healthcare systems, public and private hospitals, and the research sector. These activities play a strategic role in increasing visibility and supporting the exploitation strategy, bridging research with clinical outcomes and commercial adoption. In this way, communication and dissemination ensure that the 3DPATH project's impact is both achieved and sustained.

An effective communication campaign strengthens the visibility of the project, clarifies its purpose among different target groups, with the aim to integrate the 3D scanner into routine practice. From the very first month of the project, targeted messages and tailored activities will generate interest within the 3D histopathology field and among clinical institutions and healthcare providers. In parallel, efforts will support scientific and technical validation while monitoring a favourable regulatory environment. Communication activities serve as a key tool to highlight the importance of the 3DPATH solution we aim to commercialize, enhancing its value and laying the foundation for strong stakeholder relationships. A well-structured communication strategy is therefore essential to build trust with hospitals, laboratories, industrial partners, and investors, all of whom require clear evidence of clinical benefit, ease of integration, and economic sustainability.

By actively involving academia, hospitals, health/med/biotech company players, policymakers, and investors, the project team will build a network that enhances and accelerates the pathway of the 3DPATH solution towards clinical adoption and market entry. During the project, communication and dissemination activities will lay the foundations for the commercialization of 3DPATH 3D scanner. Early-adopter engagement, technological value confirmation, and a strong project reputation will reduce the risks typically associated with entering the healthcare market, thus ensuring an easier transition to clinical practice. Post-project activities will further secure the long-term impact of the technology through continuous outreach, support to early adopters, and active participation in medical and industry events.

The 3DPATH communication and dissemination strategy is designed to run throughout the 36 months of the project and is articulated into two parallel activity streams, differentiated according to the target audience and the communication channels used. The strategy includes: (1) an external communication campaign focused on expanding the project network by involving additional stakeholders and investors, while at the same time increasing the visibility of the 3D scanner in preparation for its launch at the project end; and (2) scientific dissemination activities, including peer-reviewed publications and participation in international conferences. A third phase is planned after the project conclusion, dedicated to post-project activities and to the commercialization of the 3D scanner.

4.1. Strategic Phases

Below, a summary of the strategic phases, with a detail of the related communication and dissemination activities.

PHASE	ACTIVITIES
Phase 1 – (M1–M12) Initial Awareness and Engagement	- Launch of the external communication campaign to present the 3DPATH objectives and raise awareness of the project. - First outreach actions to involve research and clinical institutions, **health/med/biotech companies**, and early investors. - Initial dissemination of scientific results through abstracts, posters, and participation in relevant conferences. - Establishment of communication channels (website, social media, newsletters) and a digital presence. - Create informative and visually appealing materials for participation in relevant events, conferences and workshops.
Phase 2 – (M13–M24) Expansion and Validation	- Strengthening of the external communication campaign to broaden the project network and showcase interim results. - Targeted engagement of industrial partners and investors to prepare the ground for exploitation activities. - Consolidation of scientific dissemination with peer-reviewed publications and presentations at international conferences to share project results with the scientific community. - Active promotion of stakeholder feedback to support prototype validation and alignment with clinical/regulatory requirements.
Phase 3 – (M25–M36) Pre-commercial Positioning	- Intensification of communication activities to position the 3DPATH solution as a high-value technology for clinical adoption. - Focused actions to attract commercial partners and investors for scale-up. - Preparation of the transition towards post-project activities and the commercialization of the 3D scanner.

	- Organize peer-to-peer workshops and hands-on demonstration events of the 3D scanner, complemented by on-site trial packages at selected hospitals and clinics, enabling stakeholders to directly test the system, attract additional funding, and foster new industry partnerships. - Dissemination activities at major oncology meetings and conferences highlighting clinical benefits and integration potential and featuring exhibition booths to present the final 3D scanner to the medical and scientific community.
Phase 4 – (beyond M36) Post-project Commercialization and Sustainability	- Launch the commercialization of the 3D scanner. - Continuous outreach to maintain visibility and expand the stakeholder network. - Ongoing support to early adopters and clinical partners to facilitate integration into routine practice. - Active presence at medical and industrial events to ensure long-term visibility, credibility, and market growth. - Development of follow-up projects and collaborations to sustain innovation and reinforce the solution's position as a clinical standard.

4.2. Core Messages

The strategic objectives can be achieved through the adoption of a clear communication strategy, with messages designed to engage the target groups defined at the beginning of this document at different levels. Two types of messages have therefore been identified – a set of **primary messages** and **secondary messages** – which will be leveraged throughout the 36 months of the 3DPATH project.

Primary messages

Innovation
Our ambition is to bring to market the first 3D tissue scanner for routine clinical use, transforming pathology worldwide by shifting diagnosis from qualitative—dependent on operators' interpretation—to quantitative, with unprecedented resolution and depth.

Impact
Transforming cancer diagnostics by improving accuracy, efficiency, and cost-effectiveness in pathology workflows.

EU leadership and funding
Supported by the European Union, 3DPATH project pioneers a new generation of 3D imaging tools for cancer diagnostics, strengthening Europe's role in medical innovation.

Secondary messages

Research excellence
Building on Europe's scientific expertise in histopathology and imaging to deliver cutting-edge clinical tools.

Clinical adoption
Laying the foundation for the 3DPATH scanner to become the gold standard for cancer tissue analysis in hospitals and research centers.

Collaboration
Engagement of hospitals, academia, industry, and policymakers will drive advances in cancer diagnostics.