



D10.4 – Communication and Dissemination

Deliverable No.	D10.4	Due Date	30/06/2025
Description	This deliverable reports on the PROTECT-CHILD dissemination and communication materials, activities, and publications spanning the first 12 months of the project. It provides an overview of individual project partners' actions and overall project strategies implemented according to the PROTECT-CHILD Dissemination and Communication Plan.		
Type	R – Document, report	Dissemination Level	PU
Work Package No.	WP10	Work Package Title	Communication, dissemination and exploitation of results
Version	2.0	Status	Final

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Document History

Version	Date	Changes	Authors
0.1	02.06.2025	Initial draft and ToC	Iida Lehto (UDGA)
0.5	20.06.2025	Updated draft	Iida Lehto, Aurora Caggiula (UDGA)
1.0	25.06.2025	Final version ready for peer-review	Iida Lehto (UDGA)
2.0	30.06.2025	Final version integrating comments from review	Iida Lehto (UDGA)

Key data

Keywords	Communication, dissemination, outreach
Lead Editor	Iida Lehto (UDGA)
Internal Reviewer(s)	Eugenio Gaeta (UPM) & Franco Mercalli (MME)

Abstract

Deliverable 10.4 presents a report of all the project dissemination and communication materials, activities and publications in the first 12 months of the project. It provides an overview of the development, distribution, and promotion of outputs, including scientific papers, reports, press releases, presentations, and multimedia content. The document identifies strategies to ensure the quality, relevance, and accessibility of the project publications and communication materials to maximise their reach and impact in line with the PROTECT-CHILD Dissemination and Communication Plan. This deliverable reports on achievements and updates and lays the groundwork for future updates in subsequent deliverables.

Statement of originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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1 About this deliverable

The present deliverable 10.4 provides a Communication and Dissemination report for the PROTECT-CHILD project, reflecting on the strategic priorities and activities after the first year of the project. The document outlines actions designed to enhance visibility and impact of the project's findings and results. This document functions as a practical and updated guide, reporting on actions laid out in the PROTECT-CHILD Dissemination and Communication Plan (D10.1). It ensures a coordinated and effective approach to communication and dissemination based on PROTECT-CHILD's progress at month 12.

This report reaffirms the importance of key stakeholder groups, including all TransplantChild ERN centres (both within and outside the consortium), actors in the PROTECT-CHILD data ecosystem, researchers, academia, policymakers, international organisations, patient communities, and SMEs operating in the digital health sector. Engaging with these groups remains an essential component in raising awareness, fostering collaboration, and ensuring the success of the project.

The main channels for communication activities remain consistent with those outlined in the D10.1, focusing on increasing visibility and engagement through the project's visual identity, website, LinkedIn page, blog posts, press releases, and project newsletter, aimed at reaching broader audiences. Progress is monitored using updated Key Performance Indicator (KPI) tables, based on the initial strategy defined in D10.1 and adjusted in line with developments during the first year of the project.

Dissemination activities continue to also align with the core strategies outlined in D10.1 with a continued emphasis on sharing project results with the scientific community and relevant stakeholders through scientific publications, conference presentations, workshops, participation in international events and the organisation of project-hosted sessions, as well as collaboration with related initiatives and dissemination via partners' networks. As with the communication efforts, KPIs have been used and reported on to measure the success of dissemination activities at this stage of the project.

The present deliverable serves to highlight the importance of continuously evaluating and updating communication and dissemination strategies to align with the needs of target audiences and the evolving context of the project. By adopting this approach, PROTECT-CHILD aims to achieve its outreach objectives and create a sustainable impact. Future deliverables will provide updates on activities in line with the project's development.

1.1 Deliverable context

Table 1. Deliverable context

PROJECT ITEM IN THE DoA	RELATIONSHIP
Project Objectives	This deliverable outlines and reports on the progress of work to build sound communication and dissemination channels for sharing of information, knowledge, scientific and technical results, including clustering actions with related European projects and initiatives, and informing stakeholders of the benefits from PROTECT-CHILD.
Exploitable Results	This deliverable reports on the process of sharing PROTECT-CHILD's results with key audiences, helping

	drive exploitable results' uptake in clinical practices, policymaking, and digital health markets through targeted communication and dissemination activities.
Workplan	This deliverable is intrinsically linked to all work packages and tasks by reporting on communication and dissemination across all activities. The deliverable will be continuously updated according to project developments. Partners will provide their individual publication, dissemination, and communication activities via a shared tracking file.
Milestones	This deliverable is relevant for communicating about the publicly relevant achievement of project milestones through various channels.
Deliverables	This deliverable reports on the work progress based on D10.1 Dissemination and Communication Plan. Future iterations of this reporting deliverable will include: D10.5, D10.6, and D10.7.
Risks	Risk 11 (DoA): Lack of an effective communication and dissemination strategy for the project, which could limit the awareness, acceptance and adoption of the system by the community and other key stakeholders.

2 Introduction

The PROTECT-CHILD project is dedicated to improving outcomes and quality of life for children requiring life-saving paediatric transplants. The project is funded by the European Union's Horizon Europe research and innovation programme, gathering 18 expert partners from eight European countries and one state in the U.S. It has been established to foster cross-border collaboration in the field of personalised medicine and aims to improve the quality of care provided to children in need of transplants.

The vision of PROTECT-CHILD is to become a leading reference in secure and ethical health data integration for paediatric transplants in Europe. Through the integration of clinical, genomic, and real-world data, the project seeks to advance personalized medicine, promote global collaboration, and build a sustainable data-sharing ecosystem to improve therapeutic precision, reduce treatment-associated risks, and support long-term health outcomes for paediatric transplant patients.

To achieve these objectives, the project leverages the wealth of clinical and genomic data available through the European Reference Network (ERN) TransplantChild and newly generated genomic and epigenetic data from a cohort of 200 transplanted children across four leading European hospitals. The integrated datasets are analysed using state of the art analysis techniques, including artificial intelligence, distributed data integration, and federated analysis.

As the project progresses, reporting on a Communication and Dissemination Plan remains essential to guarantee the success of PROTECT-CHILD. Implementing effective strategies is crucial to maintaining the visibility of the project's objectives and results, fostering continuous stakeholder engagement, and ensuring a lasting and meaningful contribution in the field of paediatric transplant care.

This deliverable (D10.4) presents **a report on the Communication and Dissemination Plan** for PROTECT-CHILD, developed as part of Work Package 10 (WP10), Communication, Dissemination, and Exploitation of Results. This report builds on the initial strategy outlined in Deliverable D10.1, submitted at Month 6 (M6) of the project, and reflects on the progress achieved during the first year of the project.

It also provides a comprehensive overview of the current strategic framework, outlining the key channels, tools, and target audiences mobilised to ensure optimal visibility and dissemination of the project's activities and results. The strategy is designed to foster collaboration, raise awareness, and support the adoption of innovative solutions, with the aim of improving health outcomes for paediatric transplant patients.

2.1 Document structure

This deliverable is structured into the four following sections:

- *Chapter 2 – Introduction*
- *Chapter 3 – Report on communication activities:* in this section, a detailed presentation of the strategies implemented to enhance the visibility and public awareness of the project will be provided. This chapter outlines the objectives, scope, and target audience of the communication activities, as well as the tools and channels used.
- *Chapter 4 – Report on dissemination activities:* this section presents the objectives, scope, and target audience of the dissemination activities, and provides a detailed

overview of the dissemination strategies, including scientific publications, participation in events and conferences, and dedicated workshops.

- *Chapter 5 – Conclusion*

3 Report on communication activities

3.1 Scope, objectives, and target audience of communication activities

3.1.1 Scope

The PROTECT-CHILD communication strategy is distinctly outlined in the D10.1 Dissemination and Communication Plan. The approach focuses on purposefully sharing project developments and results with a wide range of audiences, including the public, media, and key stakeholders, while encouraging meaningful exchange. Ongoing, clear communication with both target groups and project partners is essential to keep everyone informed about progress and major milestones, as well as to ensure a successful acceptance and adoption of the system by the relevant communities.

In the PROTECT-CHILD project, communication tools include:

- Project website;
- Social media - LinkedIn;
- Newsletters;
- Blog posts;
- Press releases;
- Communication materials.

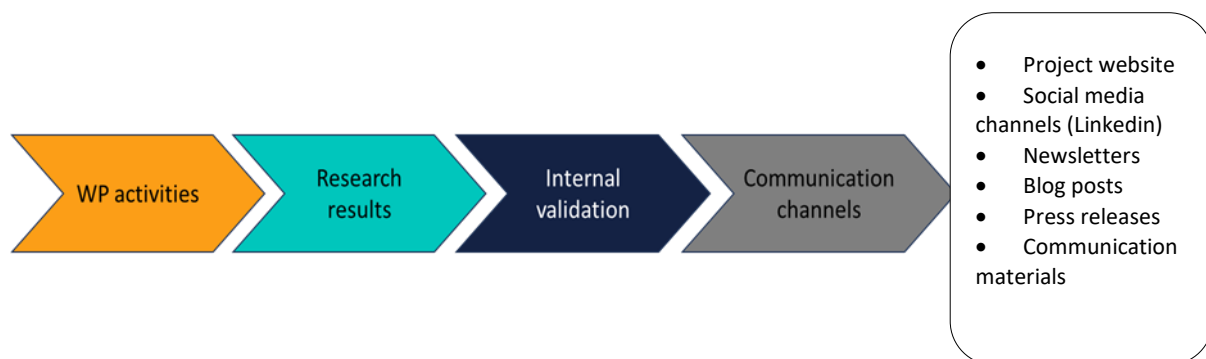


Figure 1: PROTECT-CHILD communication process

3.1.2 Objectives

The main communication objectives for PROTECT-CHILD are identified in D10.1 Dissemination and Communication Plan, whereby the primary communication goal of PROTECT-CHILD is to design and implement actions that enhance the project's societal benefits and effectively disseminate its results. This includes:

- Maximizing impact through a well-structured communication and dissemination strategy.
- Ensuring clear and accessible messaging to engage a wide range of stakeholders and the general public.
- Creating tools to promote the project's vision at a public level, such as a website, social media channels, workshops, interviews, and visually engaging communication

materials.

3.1.3 Target audience

Clearly defining and understanding the intended target audiences is crucial for achieving meaningful impact and ensuring that communication efforts remain relevant, focused, and effective. Figure 2 and Table 2 outline these target audiences and how the project aims to reach them, as identified in the PROTECT-CHILD Dissemination and Communication Plan.

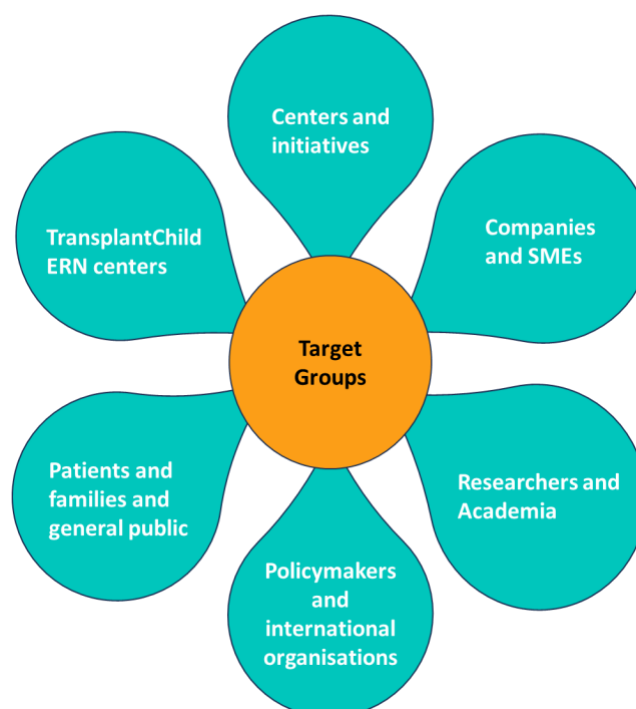


Figure 2: PROTECT-CHILD target groups

Table 2: Target groups of communication activities

Target groups	Communication activities
All TransplantChild ERN centers, including those not directly involved in the PROTECT-CHILD Consortium	Newsletters, social media campaigns, blogs, videos (demonstrators and results), website
Centers and initiatives interested in the PROTECT-CHILD data ecosystem	Newsletters, social media campaigns, videos (demonstrators and results), website, blogs
Researchers (clinical and biomedical) and academia	Website, social media campaigns, newsletters, blogs, provision of open data repositories, participation in events, videos
Policymakers and international organisations	Social media campaigns, press releases, newsletter, videos, articles.
Patients and their families/General public	Website, press releases, social media campaigns
Industrial companies and SMEs addressing the market of digital infrastructures and tools for secondary use of health data.	Website, blogs, newsletters, videos (demonstrators and results)

3.2 Communication management reporting

3.2.1 Project website

The PROTECT-CHILD website (www.protect-child.eu) serves as the primary resource to provide comprehensive and up-to-date information to a wide audience. Its purpose is to offer an accessible overview of the project, along with continuous updates on progress, events, activities, and results.

The website has been designed with a simple and accessible homepage with the intention of ensuring intuitive and smooth navigation for the user. The logo of the project is positioned on the left, while a clear menu with dropdown options is located centrally, see figure 3. A prominent black "CONTACT" button is situated on the right to facilitate user interaction.

The menu is organised into the following key sections:

- *Home (Project) page*: the home page provides a comprehensive and detailed overview of the project, presenting its vision, mission, and expected impact. It also provides key contextual information, including figures and statistics, as well as logos of all partners involved. The purpose is to provide visitors with an overview understanding of the project's purpose and scope. A dedicated subsection ("Structure") provides a comprehensive overview of the project's structure, presenting a detailed delineation of the 11 Work Packages that define its implementation.
- *Consortium*: the Consortium section contains a comprehensive list and presentation of the project's 18 partners, from eight European countries and one U.S. state. It also outlines the role each partner plays in the project.
- *Updates*: the Updates section has been developed for the purpose of maintaining awareness among relevant parties regarding the latest developments in the project. The website provides a regular update of content, including blog posts, events and news, newsletters and press releases.
- *Pilots*: this section provides a clear and comprehensive overview of the project's pilot study, including objectives, ongoing activities, study design and procedures, anticipated impact, and a summary of the top five key points.
- *Results and Resources*: the Results and Resources section provides structured access to all publicly available deliverables, which are categorised by Work Package. This approach is intended to ensure transparency and to facilitate the dissemination of project outcomes to a wide audience. A dedicated page for recordings of webinars held by the project will also be added as a subsection following the gathering of consent from all webinar participants.

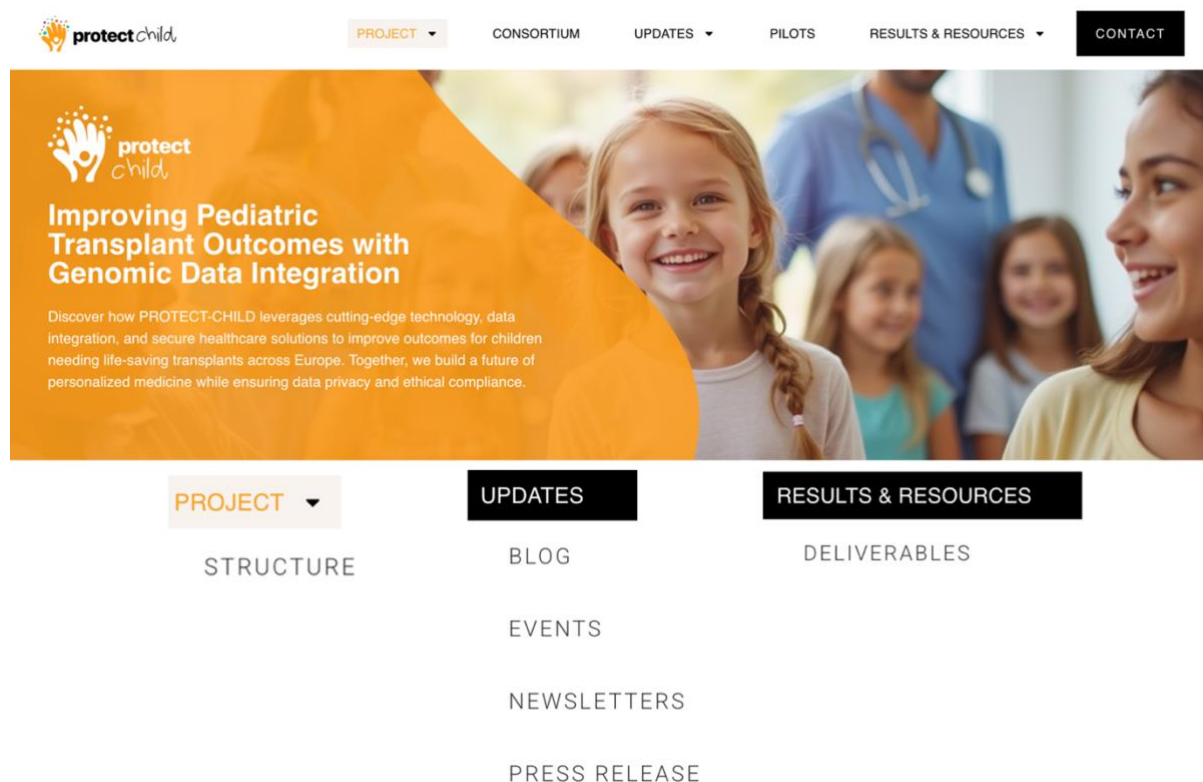


Figure 3: PROTECT-CHILD website menu

3.2.2 Social media - LinkedIn

As part of the communication strategy, PROTECT-CHILD has strategically prioritised LinkedIn as the primary social media channel for engaging professional audiences and enhancing visibility within relevant networks: <https://www.linkedin.com/company/protect-child>.

The platform serves as a tool to share project news, updates, and results, while also facilitating direct interaction with stakeholders. LinkedIn was deemed best suitable to meet the communication objectives and to reach professional networks, so as a result, the consortium made a strategic decision to not dedicate efforts for an additional Facebook page. LinkedIn has consistently demonstrated higher levels of interaction and visibility, making it a more effective platform for meeting the project's communication KPIs.

All partners are encouraged to contribute to the LinkedIn page by sharing and engaging with posts, and by inviting their network to follow the page. UDG Alliance ensures regular content while following a series of recommended practices:

- Tagging relevant partners, people, organizations and projects;
- Using a set of defined hashtags to reach a wider audience and increase interaction, including #PROTECTCHILD, #HorizonEU, #EUInnovation, #ResearchImpactEU, #Healthcare, #MedicalResearch, #DataGovernance, #FederatedData;
- Using accessible language to communicate about the project, and incorporating visuals, emojis, and questions to enhance engagement.



Figure 4: PROTECT-CHILD LinkedIn page

LinkedIn analytics is regularly monitored to measure the effectiveness of the communication strategy. The platform provides key insights including post impressions, engagement rates and follower statistics. The following KPIs have been defined in D10.1 to evaluate the effectiveness of the LinkedIn strategy:

- >500 cumulative followers
- >1,000 cumulative posts
- >250 interactions (likes, shares, comments)

The LinkedIn page was launched at Month 6 of the project and has so far achieved the following:

- 59 followers
- 10+ posts published
- 87 interactions (likes, shares, comments)
- 3647 impressions (number of times content has been displayed on users' screens)

These results reflect the starting phase of the project and highlight the importance of continuing to promote activities and outcomes while progressively expanding the audience. As the project moves to the next phase, communication activities will be strengthened to help increase visibility and engagement on the platform further. A more detailed analysis of the overall communication KPIs can be found in table 3 in section 4.3.

3.2.3 Newsletters

Newsletters play a vital role in keeping stakeholders informed and connected throughout the PROTECT-CHILD project. They deliver timely updates on progress, key outcomes, upcoming activities, and project milestones. Additionally, newsletters will highlight relevant resources, such as datasets, software, and collaboration opportunities. By maintaining regular communication, they will support ongoing engagement with stakeholders, including project partners and the wider community, helping to build trust and sustained interest in the project's goals and achievements.

At least ten digital newsletters will be produced throughout the project, providing updates on progress, pilot activities, consortium news, and related events. Each issue will be carefully reviewed and published on the project website to ensure broad accessibility.

All current and future newsletters can be found on the PROTECT-CHILD website under the menu heading 'Updates': <https://protect-child.eu/newsletters/>. See figure 5.

The regular newsletters were scheduled to start at month 9 of the project, with the first version to be published being the Spring 2025 version: <https://protect-child.eu/newsletter-1/>. See figure 6 for the cropped photo of the first PROTECT-CHILD newsletter, published on the project website.

A mailing list and subscription feature will enable stakeholders and interested members of the public to receive updates directly, helping to expand the project's outreach and engagement. The page is available on the project website, see figure 7.

Newsletters

Stay informed and engaged with the latest developments, findings, and updates from our research project through our curated newsletters!

Newsletter #1 – Spring 2025



Figure 5: Photo of the PROTECT-CHILD newsletters webpage

Newsletter #1 - Spring 2025

This is the first issue of the PROTECT-CHILD project newsletter. PROTECT-CHILD is an EU-funded research project that aims to improve pediatric transplant outcomes with genomic data integration leveraging cutting-edge technology, data integration, and secure healthcare solutions to improve outcomes for children needing life-saving transplants across Europe.

PROTECT-CHILD has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N° 101137423. The project is led by Universidad Politécnica de Madrid (UPM) with a total of 18 consortium partners, bringing together clinical partners, as well as technical and legal experts. See the overview of consortium partners and roles [here](#).



Figure 6: Cropped photo of the first PROTECT-CHILD newsletter

Subscribe to the PROTECT-CHILD Newsletter

Want to stay up-to-date with progress of the PROTECT-CHILD Project? Sign up to our Newsletter by filling in the form below.

First name	Last name
Email address	
Organisation	
<input type="checkbox"/> I consent to having my personal information processed in accordance with the privacy policy of the website.	
Submit	

Figure 7: Photo of the PROTECT-CHILD newsletter subscription page

3.2.4 Blog posts

Project blogs represent pivotal means of communication, designed to facilitate the dissemination of updates, achievements, and relevant insights to a broad audience. In accordance with the project's outreach strategy, all current and future blog posts are available on the PROTECT-CHILD website under the 'Updates' section: <https://protect-child.eu/blog-posts/>. For a visual representation, please refer to Figure 8.

The blog provides a platform for PROTECT-CHILD partners to showcase progress, share results, and outline future developments. The content of the blog is wide-ranging, covering a variety of subjects, including recent research findings, project activities, and relevant news.

At this stage of the project, two blog posts have been published on the website. The purpose of the first introductory post, titled "Welcome to the PROTECT-CHILD Blog", was to present the overall scope of the project. The blog provided a comprehensive overview of the project's vision, timeline, consortium partners, structure of its Work Packages, and first results.

The blog is currently featuring an ongoing series to introduce progress and ambitions across each Work Package individually. The first blog of the series is available, titled "Building the Federated Infrastructure of PROTECT-CHILD WP2", authored by project partner University of Twente (TWT). The article focuses on activities and objectives of Work Package 2 (WP2) on Co-design and Multi-Stakeholder Requirements. The blog post highlighted the relevance of WP2 and the central role of stakeholder involvement, outlining the adopted multi-step approach. The blog also reflects on key lessons learned so far and provided an outlook on upcoming activities in the next phase of the project.

Stay up-to-date on our latest blog posts, news & stories!

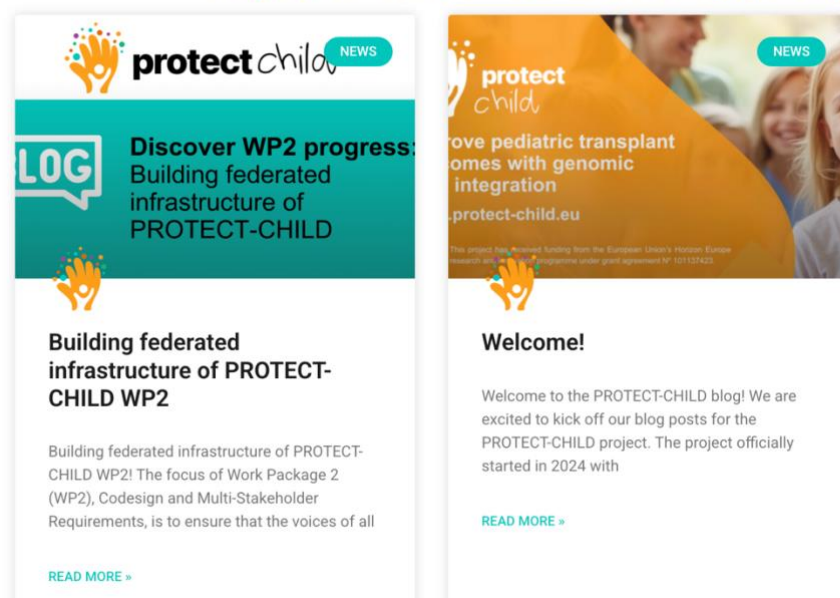


Figure 8: Photo of the PROTECT-CHILD blog

3.2.5 Event posts

As part of the project's outreach strategy, all current and forthcoming events and news are listed on the PROTECT-CHILD website under the 'Updates' section: <https://protect-child.eu/events/>. For a visual representation, please refer to Figure 9.

Conferences, workshops, and other events represent significant opportunities to disseminate the project's activities and outcomes, while also increasing its visibility. These events attract a diverse range of target audiences, including researchers, clinicians, policymakers, industry representatives, and international organizations.

The events and news webpage is regularly updated with information on relevant events, which project members organise or participate in. It highlights the project's contributions to the broader European discourse on paediatric transplant care and serves as a tool to strengthen visibility, stakeholder engagement, and overall impact of the project.

Events with PROTECT-CHILD Partners

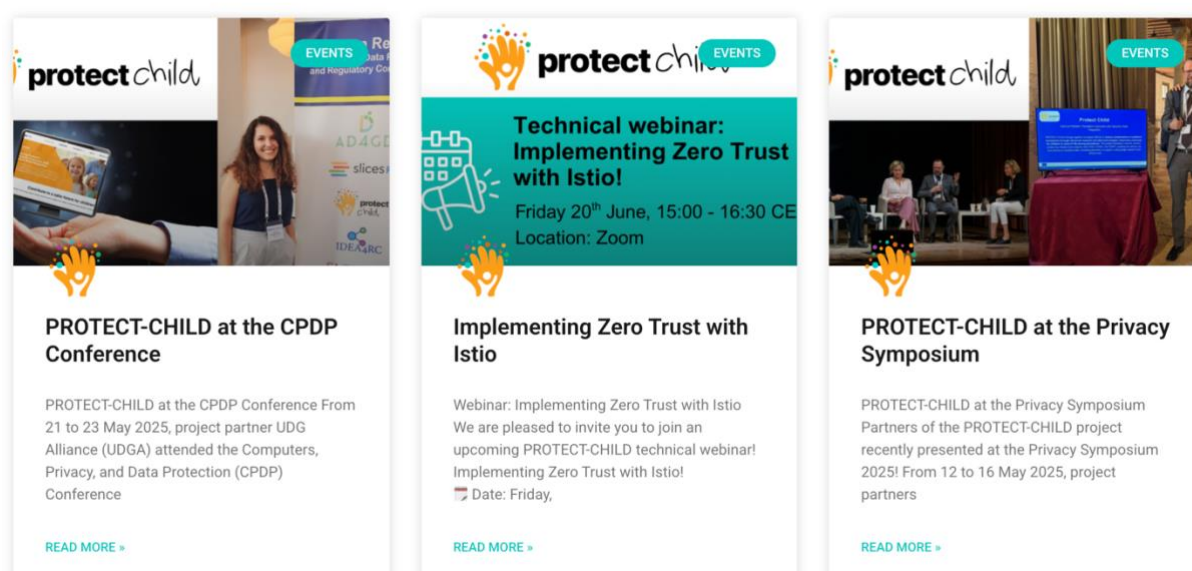


Figure 9: Photo of the PROTECT-CHILD events webpage

3.2.6 Press releases

Press releases are an important communication channel used to reach a broader audience and increase the visibility of the project's activities. The aim is to communicate the project's progress and results. They contribute to enhancing awareness of the project and acknowledging the support of the European Union's Horizon Europe programme.

To date, one press release has been published in April 2025, presenting the project's background, funding framework, and overall purpose. The press release has been shared on the project website and LinkedIn. For a visual representation, please refer to Figure 10.

As the project progresses, further press releases will be shared to showcase groundbreaking research and to support the exploitation strategy. A list of relevant media will be generated to whom the press releases will be shared.



PROTECT-CHILD **Press release
APRIL 2025**

In 2024, the PROTECT-CHILD project kicked off with a mission to improve pediatric transplant outcomes with genomic data integration. The project has received funding from the European Union's Horizon Europe research and innovation programme (under grant agreement N° 101137423) and will run for 4,5 years until end of 2028.

About PROTECT-CHILD: The vision of PROTECT-CHILD is to become a leading reference in secure and ethical health data integration for pediatric transplants in Europe. By combining clinical, genomic, and real-world data, the project aims to drive personalized medicine, foster international collaboration, and create a sustainable data-sharing ecosystem that improves health outcomes and enhances the quality of life for children requiring transplants.

PROTECT-CHILD leverages cutting-edge technology and a robust research infrastructure to securely integrate clinical and genomic data for pediatric transplants. Its architecture aligns with the European Health Data Space (EHDS), and builds on the Genomic Data Infrastructure (GDI) and ELIXIR for large-scale data sharing and advanced analytics.

The project brings together European efforts to reduce complications in pediatric transplants. The project clinical pilot will integrate genomic and clinical data from 200 pediatric transplants, using state of art analysis techniques to improve treatment and enhance patient outcomes.

Partners: 

 **protect child**

Improve pediatric transplant outcomes with genomic data integration

www.protect-child.eu

 This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N° 101137423.

Contact us: <https://protect-child.eu/contact-us>

Figure 10: PROTECT-CHILD first press release

3.2.7 Communication materials

To support effective communication and ensure consistent visibility of the project, a set of promotional materials for printing has been prepared for use across a range of contexts, including conferences, events, and other outreach activities. As outlined in the following subsections, the materials encompass both flyers and leaflets. All materials are accessible in the project's shared folder, encouraging their use and ensuring they are available to consortium partners.

3.2.7.1.1 Flyer

An A5-format flyer has been developed by UDGA with a design that aligns with the PROTECT-CHILD's visual identity, see figure 11. The purpose of the flyer is to communicate the project's core aspects. The flyer contains pivotal information, including the logo, objectives, funding

source, consortium partners, and links to social media and the website. The document has been designed to increase the visibility of the project by means of distribution at conferences and public events, with the objective of providing a clearly accessible introduction to the initiative.




protect child


Improving Pediatric Transplant Outcomes with Genomic Data Integration

PROTECT-CHILD brings together European efforts to reduce complications in pediatric transplants through advanced research and data technologies, improving outcomes for children needing life-saving transplants.

- **Enhance pediatric transplant outcomes.** Improve treatment and follow-up care through advanced data integration.
- **Ensure secure & ethical data use.** Develop privacy-preserving solutions for responsible health data sharing.
- **Leverage cutting-edge technology.** Support clinical decision-making with advanced technology, like AI, federated learning, and quantum computing.



Together, we build a future of personalized medicine while ensuring data privacy and ethical compliance.

 @PROTECT-CHILD
 www.protect-child.eu


 This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N° 101137423.

Figure 11: PROTECT-CHILD A5 flyer

3.2.7.1.2 Leaflet

The project leaflet is another key communication tool developed by UDGA, see figure 12. As with the flyer, the leaflet reflects the project's visual identity through the use of the logo, EU emblem, and a coherent graphic design.

Its utilisation is intended as a printed material to promote PROTECT-CHILD at events, conferences, workshops, etc., and to raise awareness and generate interest among target audiences and various stakeholders.

It serves as a detailed document providing an overview of PROTECT-CHILD, including a project description, objectives, consortium overview, funding information, contact details, and links to social media and the website. It provides more detailed content to complement the flyer.



Our Objectives

- Enhance pediatric transplant outcomes.**
Improve treatment and follow-up care through advanced data integration.
- Ensure secure & ethical data use.**
Develop privacy-preserving solutions for responsible health data sharing.
- Leverage cutting-edge technology.**
Support clinical decision-making with advanced technology, like AI, federated learning, and quantum computing.

About Us

The vision of PROTECT-CHILD is to become a leading reference in secure and ethical health data integration for pediatric transplants in Europe. By combining clinical, genomic, and real-world data, the project aims to drive personalized medicine, foster international collaboration, and create a sustainable data-sharing ecosystem that improves health outcomes and enhances the quality of life for children requiring transplants.

PROTECT-CHILD leverages cutting-edge technology and a robust research infrastructure to securely integrate clinical and genomic data for pediatric transplants. Its architecture aligns with the European Health Data Space (EHDS), and builds on the Genomic Data Infrastructure (GDI) and ELIXIR for large-scale data sharing and advanced analytics.

protect child

Improving pediatric transplant outcomes with genomic data integration.

PROTECT-CHILD

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N° 101137423.

www.protect-child.eu

PROTECT-CHILD Consortium




















Contact Information

- Project website**
<https://protect-child.eu>
- LinkedIn**
@PROTECT-CHILD
- Contact us**
<https://protect-child.eu/contact-us>

Find us online!
Scan the QR codes

Website: 
LinkedIn: 

FOLLOW US

Together, we're building a future of personalized medicine while ensuring data privacy and ethical compliance.

www.protect-child.eu

Figure 12: PROTECT-CHILD leaflet

3.2.7.1.3 Templates

At the beginning of the project, the coordinator made available templates for partners to use. This includes: PROTECT-CHILD deliverable template, PROTECT-CHILD meeting minutes template, and PowerPoint presentation template.

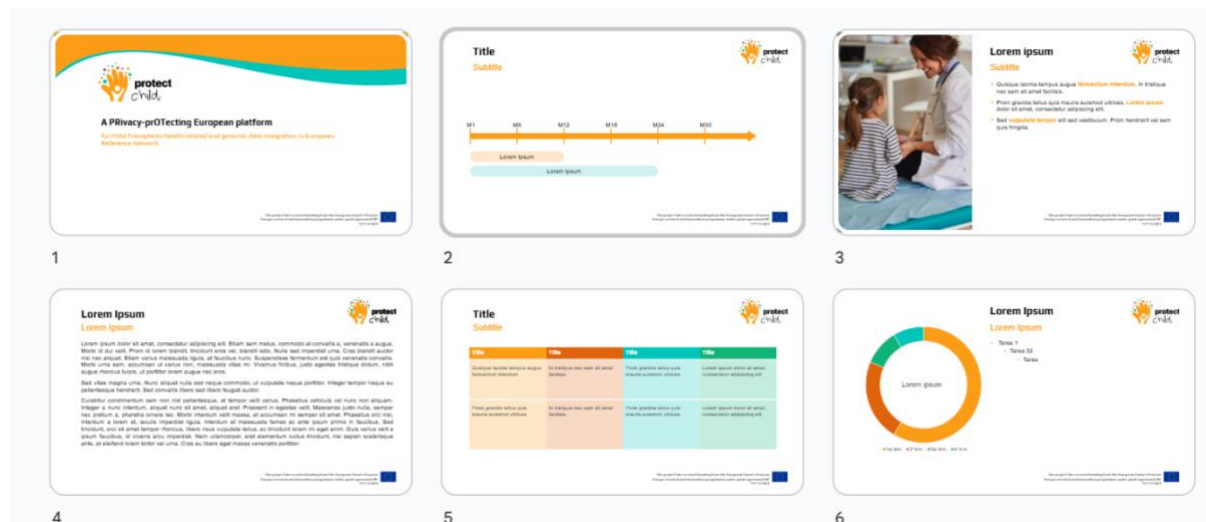


Figure 13: PROTECT-CHILD project presentation template

3.3 Key Performance Indicators

Table 3 provides an overview of all Key Performance Indicators (KPIs) for PROTECT-CHILD communication activities. The table is based on the Dissemination and Communication Plan (D10.1) and provides the current point of situation in the fifth column.

Table 3: Communication KPIs monitoring

Impact	KPIs	Estimated reach	Means of verification	Report at 12 months
Project website				
Online information point; Communication of news, events and results; Liaisons with other initiatives through links; Increased awareness.	>2.000 unique visitors, >10.000 Pageviews	<ul style="list-style-type: none"> 1000s of citizens 100 of Health Prof. 100s of health IT businesses 	In-built website statistics tool	In-built website statistics tool (WP Statistics) has been set-up, ready for information gathering. The statistics tool has not had enough time yet to gather reflective data. Update will be provided in the next iteration of this deliverable.
Social media presence (LinkedIn)				

Increased outreach to stakeholders active in social media; Attainment of interest of stakeholders; Viral marketing by “word of mouth” through the followers; Direct communication mechanism with followers.	>500 accumulative followers, >1.000 accumulative posts, >250 interactions	<ul style="list-style-type: none"> • 100 of Health Prof. • 100s of health IT • Businesses 10s of health policymakers 	Keeping the profiles on such networks active via regular posting and monitoring	<ul style="list-style-type: none"> • 59 followers • 10+ posts • 87 interactions (likes, shares, comments) • 3647 impressions
Blog and news				
Communication of concepts in a catchy and understandable manner	>45 posts	<ul style="list-style-type: none"> • 100 of Health Prof. • 100s of health IT businesses • 10s of health policy makers 	Posted on the PROJECT-CHILD website	<ul style="list-style-type: none"> • 5 posts on the blog and events webpages
Press releases				
Communication of project news, events and results; Increased awareness	>15 press releases	<ul style="list-style-type: none"> • 100 of Health Prof. • 100s of health IT businesses • 10s of health policy makers 	Reported on the PROJECT-CHILD social media	<ul style="list-style-type: none"> • 1 press release
Communication material				
Unique branding and visual identity of the project; Provision of instant information about the project; Creating a unified experience for the audiences targeted; Improved communication of results during events	1 poster, >2 leaflets, >5 videos, >10 factsheets, >10 newsletters, >6 posts in EC portals	<ul style="list-style-type: none"> • 1000s of citizens • 100 of Health Prof. • 100s of health IT businesses 	Reported on the website	<ul style="list-style-type: none"> • 1 poster • 1 leaflet • 1 newsletter

3.4 PROTECT-CHILD partners' communication activities

Table 4 displays the individual communication activities reported by PROTECT-CHILD consortium partners. An internal spreadsheet is used to gather partners' inputs on past, current, or anticipated activities that contribute to the visibility and communication of the project. This is a first version of the list, which is subject to change and will be updated with further results in the next iterations of this deliverable.

Table 4: Partners' communication activities

Communication activity name	Description	Target audience	How? Communication channel	Outcome	Status	Partners involved
Privacy Symposium 2025	Inclusion of PROTECT-CHILD in the conference exhibition space and handing out project flyers	Research communities, "Industry, business partners", Regional authorities, EU Institutions	"Event (conference, meeting, workshop, internet debate, round table, group discussion, etc."	Printed flyers describing the project were available to the public to pick up during the conference. The exhibition space featured a slider describing the project.	Delivered	UDGA
Computers, Privacy, and Data Protection (CPDP) Conference 2025	Inclusion of PROTECT-CHILD in the conference exhibition space with promotion of European research projects contributing towards data protection	"Industry, business partners", Innovators, Civil society	"Event (conference, meeting, workshop, internet debate, round table, group discussion, etc."	The PROTECT-CHILD logo was included in the exhibition space banner.	Delivered	UDGA

4 Reporting on dissemination activities

4.1 Scope, objectives, subject, and target audience of dissemination activities

4.1.1 Scope

The aim of the PROTECT-CHILD dissemination strategy, as outlined in Deliverable 10.1 Dissemination and Communication Plan, and according to what the European Commission defines as a dissemination objective is “to transfer knowledge and outcomes to allow others to use and adopt the results, thereby maximizing the impact of EU-funded research.”¹ This includes effectively sharing research outcomes to those best positioned to apply them to maximise impact, including scientists, industry stakeholders, civil society, and policymakers. Dissemination demonstrates the value of research to the broader society through targeted activities.

In the PROTECT-CHILD project, dissemination activities include:

- Scientific publications;
- Project events;
- Conferences and workshops
- International events;
- Collaboration and synergies with other projects;
- Internal dissemination in partners’ networks.

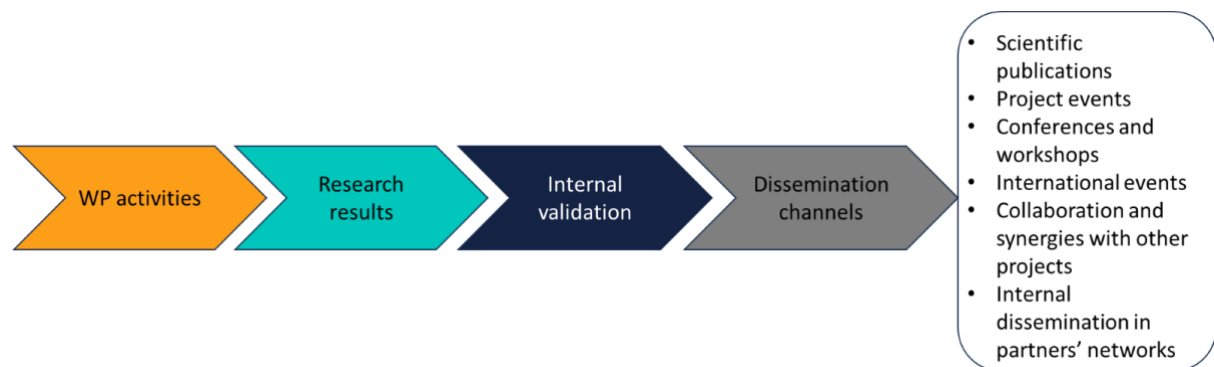


Figure 14: PROTECT-CHILD dissemination process

4.1.2 Objectives

The main dissemination objectives for PROTECT-CHILD are identified in D10.1 Dissemination and Communication Plan, whereby the primary dissemination goal of PROTECT-CHILD is to

¹ PROTECT-CHILD Deliverable 10.1.

share valuable and practical exchange of knowledge with key stakeholders, including research communities, public and private sectors, policymakers, and regulatory bodies. To ensure relevance and effectiveness, the dissemination strategy is carefully adapted to the specific needs and interests of each audience. This approach is dynamic and continuously refined, guided by the following objectives:

- Extract clear, concise, and impactful messages or conclusions from research data;
- Identify key communicators or influencers for the project;
- Establish consistent activity groups to ensure the success of the dissemination strategy.

The PROTECT-CHILD project is committed to actively sharing its progress and results with key stakeholders, while also incorporating their feedback throughout the project's design, development, and evaluation stages. In support of this, the project will:

- Publish findings in international journals, conferences, and workshops to inform the scientific community about the project's objectives, activities, and outcomes, and invite dialogue on related challenges and innovations;
- Strengthen its impact through joint initiatives and collaborative efforts.

The dissemination strategy is guided by key questions:

- What is the subject of dissemination?
- Who is the intended audience (target groups)?
- What is the most effective way to reach this audience (tools, channels)?
- When and by whom will the dissemination activities be carried out to achieve the objectives?

4.1.3 Subject

The dissemination of PROTECT-CHILD will follow the following key topics, as outlined in the PROTECT-CHILD Dissemination and Communication Plan:

1. Overview of the PROTECT-CHILD project (including general objectives, anticipated impacts, progress, and activities)
2. Key findings
3. Techniques and methodologies (covering case studies, scenarios, architecture, piloting, ex ante and post ante evaluations)
4. Technologies and technological strategies
5. Human-centric approaches: evaluations, skills development and training, ethics

4.1.4 Target audience

Table 5: Target groups of dissemination activities

Target Group	Means
All TransplantChild ERN centers, including those not directly involved in the PROTECT-CHILD Consortium	Publications, events, videos, and access to datasets, networks

Centers and initiatives interested in the PROTECT-CHILD data ecosystem	Publications, articles/videos, and access to datasets, networks, collaboration and synergies with other projects
Researchers (clinical and biomedical) and academia	Publications, participation in events/workshops (benefits to end-users, skills development, details on results).
Policymakers and international organisations	Publications, provision of open data repositories, participation in events.
Patients and their families/General public	Events and website
Industrial companies and SMEs addressing the market of digital infrastructures and tools for secondary use of health data.	Publications, blogs, articles/videos, and access to datasets, networks, DIHs.

4.2 Dissemination management reporting

4.2.1 Scientific publications

The initiation of Task 10.1, Scientific Dissemination, is scheduled to commence at Month 13 of the project, with the development of a publication policy to ensure the coordinated dissemination of scientific results. The focus of Task 10.1 is to ensure the targeted dissemination of research outputs as they become available, in accordance with the project's work plan and developments.

The following scientific domains are to be considered: interoperability, data space technologies, data protection regulations, and data sharing ethics. Academic and technical partners will also contribute to the dissemination of certified scientific information to patients and healthcare professionals through a variety of channels.

Further details can be found in table 8 in Section 5.5, which includes a table illustrating the partners' planned publication activities. Provided as part of the dissemination strategy, table 8 will outline the publication's title, categorisation, journal or publisher, relevant scientific field, authors, and the status of each contribution, once they become available.

4.2.2 Project events

PROTECT-CHILD events represent a key part of the dissemination strategy, fostering active engagement among partners and encouraging constructive and interactive dialogue. Through events, the project also expands its outreach to a broader audience, including key stakeholders.

Over the course of the first year of the project, three online webinars have been organised by project partners to disseminate research findings and to share practical tools with the PROTECT-CHILD consortium and interested external stakeholders. These include:

- Webinar on Federated Computing for EHDS, offering a practical introduction to federated computing with a showcase of a distributed federated analytics task. The event featured presentations by BIOMERIS. Material available: https://drive.google.com/drive/folders/1U24y3pUYaU8TX1HiqC2g1UtsNkvSN_Zb?usp=sharing

- Webinar on OmopOnFHIR, offering a practical overview on technology that enables the integration of OMOP data and FHIR resources. The event featured presentations by the Georgia Institute of Technology. Material available: <https://drive.google.com/drive/folders/1azvd15M7uiVQ6aGlyOBkd0WdEc8T98qu?usp=sharing>

Webinar on Zero Trust Architecture, offering a practical overview on how to implement Zero Trust security principles using Istio with concrete examples relevant to PROTECT-CHILD's secure data processing environments. The event featured presentations by UPM. Material available: https://drive.google.com/drive/folders/19hYPAsa5W3kAO2_bHixoXdtetzMftXnB?usp=share_link

The online webinars were organized in the context of the project and aimed to reach a wider audience through an accessible online format, which contributed to raising awareness of the project while fostering dialogue with target audiences. Following a gathering of consent from all presenters, the recordings of the webinars will be made available online on the PROTECT-CHILD website under the menu item 'Results and Resources' to reach a wider audience.

Figure 14 shows a visual presentation used for promotion of the Zero Trust Architecture webinar.



Figure 15: PROTECT-CHILD webinar – Implementing Zero Trust

4.2.3 Conferences, workshops, and international events

Conferences, workshops, and international events represent key channels for the dissemination of project outcomes. Project partners continue to regularly take part in events throughout the duration of the project to enhance meaningful engagement with the target audiences. For further details, please refer to the partner activity dissemination table 7, which provides a comprehensive overview of the participation and organisation of events and related activities. Highlights from some of the conference participations below:

Privacy Symposium 2025: From 12 to 16 May 2025, project partners UDG Alliance (UDGA), Universidad Politécnica de Madrid (UPM) and MultiMed Engineers (MME) took part in the Privacy Symposium international conference in Venice, Italy. During the event, UPM presented the project in a Digital Health session, MME contributed to a European Health Data Space (EHDS) panel, and UDGA shared perspectives on data subject rights. The project's visibility was further reinforced through a dedicated booth and the distribution of promotional materials.



Figure 16: PROTECT-CHILD at the Privacy Symposium

CPDP 2025: Representation of PROTECT-CHILD was also provided by project partner UDGA Alliance (UDGA) at the Computers, Privacy, and Data Protection (CPDP) Conference in Brussels (Belgium) from 21 to 23 May 2025. This event, which is held on an annual basis on an international scale, focuses on legal, regulatory, academic, and technological developments in the field of data protection and privacy. It serves as a meeting point for stakeholders from the academic world, policy, industry, and civil society. Participation in the CPDP provided an opportunity to increase the project's visibility among key audiences and to showcase its contribution to data protection and regulatory compliance through a dedicated exhibition booth focusing on European research.



Figure 17: PROTECT-CHILD at the CPDP Conference

4.2.4 Collaboration and synergies with other projects

The establishment of connections with relevant initiatives will be a key focus in the later stages of the project and will be supported by key team members from PROTECT-CHILD's WP7 and WP8. Initial liaison efforts will concentrate on the following key initiatives and areas of collaboration:

- Interoperability between the ERN Clinical Patient Management System (CPMS) and the Paediatric Transplantation European Registry, with particular focus on the integration of patient-reported outcomes (PROs) collected from paediatric patients and their parents;
- Implementation of integration systems for specific datasets, e-learning and support of ERN Core Services in the ERN TransplantChild;

- Participation in the ERN CSA ERICA project, in which TransplantChild leads activities on data integration and knowledge sharing in paediatric transplantation;
- Collaboration with other rare disease and Paediatric ERNs, such as ITHACA and PaedCan;
- Engagement with the European Joint Programme on Rare Diseases.

The PROTECT-CHILD project is also collaborating within two clustering activities with other projects:

- The Harnessing Health Data Cluster that includes the WISDOM, ThrombUS+, PROTECT-CHILD, COMFORTage and HEREDITARY projects;
- The HaDEA agency Health Cluster that is a networking activity of the European Commission for projects from 2023 calls for proposals.

Through the establishment of these synergies, the project aims to strengthen dissemination efforts, increase visibility, encourage collaboration, and enhance the overall impact of the initiative's outcomes.

4.3 Key Performance Indicators

Table 6 provides an overview of all Key Performance Indicators (KPIs) for PROTECT-CHILD dissemination activities. The table is based on the Dissemination and Communication Plan (D10.1) and provides the current point of situation in the third column.

Table 6: Dissemination KPIs monitoring

Impact	KPIs	Report at 12 months
Organisation of Project Events		
Enhanced collaboration with relevant initiatives, fostering synergies for collaborative research, Sharing of information, and heightened awareness.	8 Workshops; 5 Demo Events co-organised by PROTECT-CHILD	3 online webinars have been organised by project partners for the PROTECT-CHILD consortium to showcase technical opportunities and research outputs. The webinars were also made available publicly to interested parties, and recordings will be made available online following gathering of consent.
Participation in Conferences and Workshops		
Collection of ideas and knowledge sharing with relevant communities and initiatives; updates on the latest technologies and advancements; Building connections with other initiatives; raising awareness.	Participation to >35 events Organization of >15 events Demonstration of results in booths in >3 events	<ul style="list-style-type: none"> • Consortium members have participated or planned to participate to 24 events. • Consortium members have organized 3 online project webinars. • Demonstration of PROTECT-CHILD project in 2 event booths.
Scientific Publications		
Verification of the project's concept, findings, and	>15 Academic Conference Publications;	The task 10.1 'Scientific dissemination' is starting at M13

progress; dissemination of results to scientific communities; collection of ideas and exchange of knowledge with relevant communities and initiatives.	>8 Journal Publications, >20 public datasets	of the project. This task will develop a publication policy and monitor publications and updates.
Community Building/Engagement with Stakeholders		
Sharing project news, events, and results; validation of the project's concept, findings, and progress; gathering ideas and exchanging knowledge with relevant communities and initiatives; attracting potential clients and adopters; raising awareness.	>100 industry contact points and >20 active industry stakeholders; >10 industry communities informed about the project; >15 webinars	Tasks 10.3 'Exploitation strategies and plans', and 10.5 'Expanding users' community' are starting at M13 of the project. These tasks will expand engagement with stakeholders through defined collaborate synergy activities (workshops, focus groups, webinars, etc..).
Collaboration and synergies with projects		
Exchange of knowledge; mutual validation of results; collaborative dissemination activities; networking for future research partnerships.	>15 projects with synergies; >10 joint activities	To be reported on at later stages of the project.
Internal Dissemination in partner's networks		
Sharing project news and results; validating the concept, findings, and advancements; gathering ideas and exchanging knowledge with relevant communities and initiatives; raising awareness.	>8 internal partners' events; >25 links to the project's website.	<ul style="list-style-type: none"> • Consortium members have organized 3 online project webinars. • Several consortium partners have shared information about the PROTECT-CHILD project on their respective organisations' websites.

4.4 PROTECT-CHILD partners' dissemination activities

Table 7 displays the individual dissemination activities reported by PROTECT-CHILD consortium partners. An internal spreadsheet is used to gather partners' inputs on past, current, or anticipated activities that contribute to the dissemination of the project. This is a first version of the list, which is subject to change and will be updated with further results in the next iterations of this deliverable.

Table 7: Partners' dissemination activities

Dissemination activity name	Type of dissemination activity	Target audience	Description of objective with reference to a specific project output	Status	Partners involved	Field	Dates	Location	URL
IEEE BHI – International Conference on Biomedical and Health Informatics	Conferences					Bioengineering			
International Conference on Applied Human Factors and Ergonomics	Conferences					SSH research fields			
Human Computer Interaction International	Conferences					SSH research fields			
ACM CHI Conference on Human Factors in Computing Systems	Conferences					SSH research fields			

Privacy Symposium 2024	Conferences	"Industry, business partners", Regional authorities, EU Institutions, Research communities, "International organisation (UN body, OECD, etc.)"	Dedicated sessions in the Health & Medical Data Compliance	Delivered	UDGA	Law-related	10-14 June, 2024	Venice, Italy	https://privacy-symposium.org/
IAPP regional and international conferences	Conferences					Law-related			
Medinfo 2025, 2027, 2029	Conferences					Medical Informatics			
Medical Informatics Europe 2024, 2025, 2026, 2027	Conferences					Medical Informatics			
Privacy Enhancing Technologies	Conferences					Security & Privacy			
Computer and Communications Security	Conferences					Security & Privacy			

NeurIPS	Conference					AI & Information processing			
ICML (International Conference on Machine Learning)	Conferences					AI & Information processing			
ICLR (International Conference on Learning Representations)	Conferences					AI & Information processing			
OHDSI European Symposium	Conferences					Observational research			
1er Congreso Ibero-Latinoamericano de Ética y Salud Pública - 4º Congreso Internacional de Filosofía de la Salud Pública	Conferences	Research communities	Brief presentation of the project and the main ethical challenges identified from a public health perspective	Delivered	UGR	Ethics	11-13 November, 2024	San José, Costa Rica	https://www.cyted.org/c/onteudo.php?idevento=5319&id_rde=520
Congreso Nacional Bioética (Asociación de Bioética Fundamental y Clínica)	Conference					Ethics			
International Association of Bioethics (IAB) Congress	Conferences					Ethics			

IX Seminario de la Red Andaluza de Ética y Filosofía Política	Conferences	Research communities	Brief presentation of the project, the main ethical challenges identified and the methodology to be followed to address the ethical challenges	Delivered	UGR	Ethics	11 April, 2025	Jaén, Spain	https://eventos.ujaen.es/133349/programa/ix-seminario-de-la-red-andaluza-de-etica-y-filosofia-politica.html
Privacy Symposium 2025	Conferences	"Industry, business partners", EU Institutions, Regional authorities, Research communities, "International organisation (UN body, OECD, etc.)"	Dedicated sessions in the Health & Medical Data Compliance programme track; inclusion of PROTECT-CHILD in the conference exhibition space and handing out project flyers	Delivered	UDGA, UPM, MME	Legal, ethics, health and medical data compliance	12-16 May, 2025	Venice, Italy	https://privacy-symposium.org/
Webinar on Federated Computing for EHDS	Education and training events	Research communities	Webinar for the PROTECT-CHILD consortium about a proposal for federated computing standardised in EHDS.	Delivered	BIOMERIS	Technical		Online	

Webinar on OmopOnFHIR	Education and training events	Research communities	Webinar for the PROTECT-CHILD consortium about OMOPonFHIR, a technology that enables integrating OMOP data and FHIR resources.	Delivered	Georgia Institute of Technology	Technical	10 June 2025	Online	
Webinar on Zero Trust Architecture	Education and training events	Research communities	Webinar providing a practical overview of how to implement Zero Trust security principles using Istio, with concrete examples relevant to PROTECT-CHILD's secure data processing environments.	Delivered	UPM	Technical	20 June 2025	Online	

The European Society for Philosophy of Medicine and Health Care	Conferences	Research communities	A Methodological Approach to Address Ethical Challenges in Data-Driven Pediatric Transplant Research	Ongoing	UGR	Ethics	13-16 August 2025	Manchester, UK	https://www.espmh.org/
17th Organ Donation Congress (ISODP 2025) – TTS Official Section Meeting	Conferences			Ongoing		Clinical and Biomedical	2-3 December 2025	Kyoto, Japan	

4.5 PROTECT-CHILD partners' publication activities

Table 8 displays the individual publication activities reported by PROTECT-CHILD consortium partners for relevant journals where publication can be expected. An internal spreadsheet is used to gather partners' inputs on past, current, or anticipated publications in relation to the project. This is a first version of the list, which is subject to change - in particular in view of drafting a publication policy by Task T10.1 - and will be updated with further results in the next iterations of this deliverable.

Table 8: Partners' publication activities

Publication title	Publication type	Title of journal, publisher or equivalent	Field	Authors	Partners involved	Status
Nature Reviews Endocrinology	Journal		Clinical and Biomedical			
Journal of Medical Genetics	Journal		Clinical and Biomedical			
Genome research	Journal		Clinical and Biomedical			
Artificial Intelligence in Medicine Journal (Elsevier)	Journal		Bioengineering			
Applied Ergonomics	Journal		SSH research fields			
Human Factors in Healthcare	Journal		SSH research fields			
Personal and Ubiquitous Computing	Journal		SSH research fields			
Cognition, Technology & Work	Journal		SSH research fields			
Ethics and Information Technology	Journal		Law-related			
Journal of Business Ethics	Journal		Law-related			
International Journal of Information Management	Journal		Law-related			
IEEE Security & Privacy	Journal		Law-related			
Journal of Medical Ethics	Journal		Law-related			
Clinical Pharmacology and Therapeutics	Journal		Medicine			

Pharmacogenetics and pharmacogenomics - Frontiers	Journal		Medicine			
IEEE Transactions on Biomedical Engineering	Journal		Bioengineering			
npj Quantum Information	Journal		Quantum computing-related			
"Integración de datos para el trasplante pediátrico en el proyecto PROTECT-CHILD: un análisis desde la ética de la salud pública" in monographic "Ética y Política de la Salud Pública"	Book chapter	Editorial "Plaza y Valdés", "Dilemata" collection	Ethics	Nerea M. Molina, Mar Vallès Poch, José Antonio Castillo Parrilla, Janet Delgado, Gonzalo Díaz Cobacho, Jon Rueda, Irene Sánchez Frías, David Rodríguez-Arias	UGR	Under-review
Public Health Ethics	Journal		Ethics			
BMC Medical Ethics	Journal		Ethics			
Transplantation Proceedings	Journal		Clinical and Biomedical			
Transplantation	Journal		Clinical and Biomedical			
Ethika+	Journal		Ethics			
npj Quantum Information	Journal		Quantum machine learning		UNIROMA	
Machine Learning: Science and Technology (MLST)	Journal		Quantum machine learning		UNIROMA	

Quantum Machine Intelligence	Journal		Quantum machine learning		UNIROMA	
Nature Machine Intelligence	Journal		Quantum machine learning		UNIROMA	
Scientific Reports	Journal		Quantum machine learning		UNIROMA	
Entropy	Journal		Quantum machine learning		UNIROMA	
Heliyon	Journal		Bioengineering		UNIROMA	

5 Conclusion

The present document (D10.4), prepared at month 12 of the project, provides an overview of the achievements and progress made in the areas of dissemination and communication during the first year of PROTECT-CHILD. Serving as a pivotal resource for all consortium members, it highlights the importance of integrating communication and dissemination activities across all work packages to support the project's goals and long-term impact.

Deliverable 10.4 presents and evaluates the impact of key communication tools and channels, including the project website, LinkedIn page, visual identity and blog posts, by measuring their effectiveness based on predefined KPIs one year after implementation. It demonstrates the contribution of these elements to increasing visibility and enhancing stakeholder engagement. The document also outlines PROTECT-CHILD's participation in various events, workshops and conferences, which were conducted in accordance with the dissemination strategy. Participation in these activities has been crucial in reaching target audiences and enhancing the project's impact.

As the project progresses to the next phase, it is crucial to emphasize the continuous monitoring and adaptability as key elements in ensuring the efficacy and the impact of the initiative. Efforts will focus on disseminating research outcomes and actively engaging target audiences. Future deliverables will provide an updated overview of all achievements and progress in these areas, ensuring continuous adjustments in accordance with the evolving nature of the project.