Science Communication & Stakeholder Engagement Plan of the COST Action CINNAMON, CA24115

(Connecting an INternational Network of Academic Manufacturers of ONcoimmunotherapies)

Each Action MC shall adopt a Science Communication Plan including a communication, dissemination, and valorisation strategy, as well as a plan to implement this strategy. The Science Communication Plan shall reflect the MoU in particular connecting to the aims and objectives of the Action. It is recommended that the Science Communication Plan is approved by the Management Committee not later than 6 months after the start date of the Action. It is recommended that the Science Communication Plan, including progress on implementation, is discussed on a yearly basis by the Action MC and reviewed or amended where necessary. *(Annotated Rules for COST Actions, article 5)*

This template is provided to COST Actions as a support for developing the Action Science Communication plan. Actions can adapt the plan structure and content according to their needs.

VERSIONS AND HISTORY OF CHANGES

Version	Date of adoption by MC	Notes (e.g. changes from previous versions)	Lead author(s)*
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** The Science Communication plan is developed, updated and its implementation monitored under the overall supervision of the Science Communication Coordinator, and in close collaboration with other relevant contributors.*

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1. SUMMARY

Summary description of the aim, key aspects and implementation plans concerning the overall Action strategy for communicating, disseminating, and valorising the Action results.
This section also describes how the responsibilities have been organised within the Action, in particular in relation to the role of the Science Communication Coordinator and involvement by other Acton participants (e.g. implementing a Science Communication team, and/or WG devoted to it).

COST Action CA24115 – CINNAMON (Connecting an INternational Network of Academic Manufacturers of ONcoimmunotherapies) will implement a structured, multi-layered Science Communication Plan to support its overarching aim: enabling safe, equitable and sustainable access to academic CAR-T cell therapies and other ATMPs across Europe, with particular attention to Inclusiveness Target Countries (ITCs) and underserved populations.

The communication, dissemination and valorisation strategy has four main objectives:

- raise awareness and understanding of CAR T/ATMPs among professionals, patients, the public and policy actors;
- support harmonisation and standardisation of academic manufacturing and clinical use by sharing best practices, protocols and expertise;
- inform and engage regulators, payers and policy makers to foster proportionate, enabling frameworks;
- attract collaborations, follow-on funding and durable networks that outlast the Action.

Key aspects include:

- a clear core narrative, in both lay and technical language, explaining the transformative potential of CAR-T/ATMPs and the role of academic networks such as CINNAMON;
- tailored key messages and communication products for distinct audiences (clinicians, researchers, regulators, industry, patient groups, public health authorities, and the general public);
- a mix of channels and tools (website, LinkedIn and other social media, webinars, training schools, conference sessions, white papers/policy briefs, media engagement and patient-oriented materials);
- strategic use of international awareness days and major scientific meetings as anchors for focused outreach and visibility;
- systematic monitoring of reach, engagement and impact through defined KPIs on visibility, stakeholder engagement, policy interaction and network development.

Implementation is phased over the lifetime of the Action. Early activities (GP1) focus on: (i) establishing the website and visual identity; (ii) mapping key conferences, projects and media; and (iii) launching core channels and baseline materials. Subsequent years (GP2-GP4) will expand regular webinars and workshops, policy briefs and structured interactions with regulators and ministries, co-created materials with patient organisations and other related COST Actions, and progressively richer social media and public-facing outputs.

Responsibilities are organised as follows:

- The **Core Group**, **Management Committee (MC), Chair and Vice-Chair** provide strategic oversight, approve key messages and ensure alignment with COST rules and institutional policies.
- A **Science Communication Coordinator** assisted by a small Communication Core Team, involving the Dissemination WG6 Leader and members of the WG5+WG6 group, leads day-to-day implementation of the plan. This role includes coordinating content across Working Groups (WGs), drafting and scheduling posts and newsletters, supervising website and social media, liaising with media offices of host institutions, and collating data for KPI monitoring and reporting.
- A dedicated **Training & Dissemination Working Group (WG6)** functions as the Science Communication Team. They support the Science Communication

Coordinator in: audience mapping; planning campaigns; co-developing public-facing materials; structuring interactions with patient organisations; and ensuring consistent, evidence-based messaging on complex or sensitive ATMP topics. It is noted that the Action also includes a **Public awareness and Patient engagement WG (WG5).**

- **WG Leaders** contribute specialised scientific and technical content, co-author white papers, guidelines and policy briefs, and act as expert spokespeople for their domains (clinical, manufacturing, translational, data/IT, ethics/regulation, patient groups, etc.).
- **National Representatives** adapt and translate key messages for their local context, lead engagement with national media, ministries and patient groups, and help ensure strong participation from ITCs.

Through this coordinated structure, the Action will ensure that communication, dissemination and valorisation are integrated into all major CINNAMON activities, maximising visibility, uptake of results and longer-term impact on clinical practice, regulation and access to CAR- T/ATMPs in Europe.

2. GENERAL AIM AND TARGET AUDIENCES

Description of the aim and specific objectives related to the communication, dissemination and valorisation of Action results.
Taking into account the nature of the Action challenge, its objectives and deliverables, this section identifies the target audiences specific to the activities of communication, dissemination and valorisation of Action results. In doing that, the plan describes the general lines to reach and, whenever necessary, engage them online or in physical or hybrid events.
A comprehensive communication plan should define clear objectives with key messages addressed to relevant target audiences and set out a description and timing for each activity. This will help to create communication strategies that can be adapted to each identified target audience. By calling the attention of various audiences, the visibility of the Action and its results are multiplied and can be understood also by non-specialists

The overarching aim of CINNAMON's communication, dissemination and valorisation strategy is to make academic CAR-T cell therapies and other ATMPs visible, understandable and actionable for all key stakeholders, so that the Action's scientific, clinical and organisational results translate into safer, more standardised and more equitable access across Europe, especially in ITCs and underserved populations.

Specific objectives are to:

1. Raise awareness and understanding of CAR-T/ATMPs and their potential among professionals, patients, the public and policy actors.
2. Support harmonisation and standardisation by disseminating shared best practices, protocols and quality standards from academic manufacturing and clinical practice.
3. Engage regulators, HTA bodies and policy makers to co-develop pragmatic, risk-proportionate frameworks that enable academic ATMP development and access.
4. Build a connected, skilled community of clinicians, researchers, GMP professionals and patient advocates who collaborate across borders and disciplines.
5. Attract and support follow-on collaborations, projects and funding that extend CINNAMON's impact beyond the lifetime of the Action.

Based on these aims, CINNAMON identifies the following main target audiences:

- **Clinicians and clinical personnel** (haematologists, oncologists, transplant physicians, nurses, pharmacists, allied health professionals): reached through conference sessions, clinical webinars and workshops, case-based materials, newsletters, and the "News & Events" section of the website.
- **Pre-clinical and translational researchers** (immunology, cell therapy, gene editing, bioengineering, data science, manufacturing): engaged via methodology-focused webinars and training schools, shared protocols and standards, and cross-disciplinary innovation platforms promoted on the website and LinkedIn.

- **Biomanufacturing facilities / academic GMP units / centres of excellence (CoEs) for ATMPs**: addressed through technical workshops, internal technical documentation (members' area), and benchmarking/harmonisation initiatives, with appropriate confidentiality.
- **Regulatory agencies and ethics bodies** (EMA, national competent authorities, ethics committees): engaged through targeted white papers, briefing notes, structured consultations, invited talks and policy roundtables; relevant white papers or SOPs will also be posted on the CINNAMON website.
- **Public health authorities and policy makers** (Ministries of Health, HTA bodies, payers, EU-level actors): targeted via policy briefs, bilateral or small-group meetings, participation in health policy fora, and clear messages on affordability, infrastructure and equity.
- **Pharmaceutical and biotech companies** (particularly ATMP and oncology focused): selectively involved in scientific events, focused roundtables and data-sharing discussions, under transparent collaboration rules that prioritise patient and public interest.
- **Patient groups and umbrella organisations** (e.g. Lymphoma Coalition, ALAN, Cancer Patients Europe, Myeloma Patient Europe, national and disease-specific groups): involved through co-creation of plain-language materials, joint webinars/workshops, and inclusion in communication planning (via the Science Communication WG).
- **General public** (patients, families, students, interested citizens, journalists): reached with lay-friendly narratives, FAQs, infographics, videos and media articles, disseminated via the website, social media (LinkedIn and, capacity permitting, Instagram/YouTube), press releases and public events.

For each audience, the plan defines:

- **Key messages** (e.g. safety and standardisation for clinicians; collaboration and equity for policy makers; balanced information on benefits/risks and access for patients and public);
- **Appropriate channels** (website sections, social media, newsletters, conferences, workshops, policy briefs, media and local events);
- **Indicative timing and cadence**, including regular website updates, a minimum social media rhythm, annual conference and training cycles, use of selected international awareness days, and yearly or milestone-based press releases.

By tailoring messages and formats to each audience and combining online, physical and hybrid activities, CINNAMON will maximise the visibility, comprehension and uptake of its results, ensuring that they are accessible not only to specialists but also to non-specialist stakeholders who influence, receive or benefit from CAR-T/ATMP innovations.

3. PLAN FOR THE COMMUNICATION OF ACTION RESULTS

Communication deals with raising awareness and promoting the Action and its results towards the general public and end-users, civil society and mass media. Hence, the information is conveyed in a language that is widely accessible. It is helpful to define key messages associated to the Action aim, approach, (expected) results and impact.
This section covers the suitable communication tools/channels to be used for communication purposes (e.g., Action website, social media, press releases, infographics), as well as the products to be developed for communication purposes (e.g., Action logo and visual identity, templates, leaflet, videos/animations, podcasts).
A tentative timeline including for the development, production and use of communication tools/channels, and communication products should be included in this section as well. Links between the plan and any Action deliverable related to communication listed on e-COST should be explained.

CINNAMON will communicate its aims, activities and results in clear, accessible language to the general public, end-users, civil society and mass media. Messages will focus on:

- what CAR-T and other ATMPs are, and why they matter;
- how academic networks can make them safer, fairer and more accessible;
- what CINNAMON is doing (approach, milestones, results);
- what this means for patients, health systems and society.

Key public-facing messages will:

- explain CAR-T/ATMPs using simple metaphors (e.g. ”have you imagined that the weapon against cancer is inside you?”, “training your immune system to fight cancer”);
- emphasise both potential and limitations (benefits, risks, uncertainty, limitations, current availability, ongoing research);
- highlight equity and the specific focus on ITCs and underserved groups;
- show concrete outcomes (training activities, collaborative projects, policy engagement, publications).

3.1. Communication tools and channels

Main tools/channels for public-oriented communication:

- **Action website** (central hub) - https://cinnamon-costaction.eu/
  - Sections for: “About CINNAMON”, “News & Events”, “What is CAR-T therapy?”
  - Content: lay-language explainers, FAQs, news stories, short interviews, downloadable materials.
- **Social media**
  - **LinkedIn** as the primary channel (professionals, journalists, organised civil society)
    https://www.linkedin.com/company/cinnamon-cost-action/
  - **Instagram** (if capacity allows) for visual, easily shareable content (infographics, short videos).
  - **YouTube** (if capacity allows) to host webinars, short explainers, interviews and CINNAMON Academy content.
- **Press and media**
  - Press releases coordinated with host institutions and national partners.
  - Opinion pieces or popular-science articles in national outlets identified by partners.
  - Participation in podcasts or radio/TV segments where possible.
- **Public events**
  - Local talks, science festivals, patient days, and online public webinars, often co-organised with patient groups.
- **Dedicated e-mail address for direct communication with patients & general public**
  - Local talks, science festivals, patient days, and online public webinars, often co-organised with patient groups.

3.2. Communication products

To support consistent, recognisable communication, CINNAMON will develop:

- **Visual identity**: Action logo, colour palette, fonts, and a basic style guide.

- **Templates**: slide deck (PPT) template, Word/report template, poster template, and social-media post formats.
- **Printed and digital materials**: leaflet, roll-up banner, and short "business card"/magnet-style info pieces.
- **Plain-language content**:
  - FAQs on CAR-T/ATMPs and the role of academic manufacturing;
  - infographics (e.g. "from patient to product to patient"; "what is a clinical trial?");
  - 1–3 minute explainer videos/animations (subject to capacity and budget).
- **Audio-visual content**: brief interviews with clinicians, researchers and patient representatives; selected webinars edited for public viewing; podcasts or recorded conversations on key topics.

3.3. Timeline and indicative milestones

- **Grant Period 1 (start–Apr 2026)**
  - Finalise logo, visual identity and core templates.
  - Launch initial website with basic structure and a first set of public-facing pages.
  - Prepare and distribute a launch flyer (digital/print) and at least one introductory social-media campaign.
- **By end May 2026**
  - Complete mapping of national media outlets and key health/science journalists.
  - Issue first press release (e.g. first major initiative/conference; description of the Action objectives).
  - Define a rolling 12-month social-media and news calendar, including selected International Days (World Cancer Day (Feb 4), International Day of Women and Girls in Science (Feb 11), International Women's Day (Mar 8), International Immunology Day Apr 29).
- **From mid-2026 onwards**
  - Maintain minimum cadence: ~2 LinkedIn posts/month; 1–2 Instagram posts/month (if used); ≥1 website news update/month.
  - Produce at least one new lay-language explainer or infographic per year; expand FAQs and video content progressively.
  - Use major milestones (launch of training schools, publication of key outputs, high-level policy meetings) as triggers for press releases and media outreach.
- **Grant Periods 2–4**
  - Regular public-oriented webinars and at least one patient-focused workshop per year.
  - Periodic refresh of visual assets and core messages as results emerge.
  - Consolidation of a small library of public-facing materials (leaflets, videos, infographics) aligned with main scientific and policy deliverables.

3.4. Links to Action deliverables

Communication activities and products will be aligned with and, where relevant, formally integrated into communication-related deliverables listed in e-COST

(e.g. “Action website and visual identity”, “Public information package”, “Policy briefings”, “CINNAMON Academy modules”). For each such deliverable:

- the Science Communication Coordinator and relevant WG Leaders will jointly define:
  - the core public-facing message;
  - the supporting communication products (e.g. short news article, infographic, explainer video, press release);
  - the timing of their release relative to the technical or scientific output;
- dissemination via website, social media, newsletters and, where appropriate, press and public events will be planned in advance and logged for KPI monitoring.

This structured plan ensures that every major CINNAMON result is accompanied by clear, accessible communication that reaches and engages non-specialist audiences.

4. PLAN FOR THE DISSEMINATION OF ACTION RESULTS

Dissemination deals with making Action knowledge and results public towards its target audiences, who could benefit and use them. The information is conveyed in a language that is customised to the specific target audience (e.g. scientific publication for researchers).
The Action approach to Open Science and Open Access (e.g., openness, accessibility, adherence to FAIR principles, IPR) is covered in this section in relation to its application to Action activities, (expected) results and outputs.
This section describes the planned dissemination products to be developed, their tentative timeline and the expected contribution from Action participants (e.g. which Working Groups will work on a planned special issue). Relevant target events or conferences, scientific journals or other forums (e.g. related projects/initiatives) where to disseminate the Action results should be identified and described. Links between the plan and any Action deliverable related to dissemination listed on e-COST should be explained.
CINNAMON will disseminate its knowledge and results to those stakeholders who can directly use them in research, clinical practice, manufacturing, regulation and policy. Dissemination will use audience-specific formats, ranging from scientific articles and technical guidelines to policy briefs and training materials.

4.1. Dissemination objectives and audiences

Main objectives are to:

- share scientific, technical and organisational advances that support safe, standardised and efficient academic CAR T/ATMP development and use;
- harmonise practices across centres, with particular support for ITCs and emerging sites;
- inform regulators, payers and policy makers with robust evidence and experience from academic settings;
- catalyse follow-on collaborations and projects.

Primary dissemination audiences (with customised language and formats):

- **Researchers (pre-clinical, translational, data/IT)** – scientific publications, conference presentations, methods papers, shared protocols.
- **Clinicians and clinical teams** – clinical articles, consensus recommendations, guidelines, case series, webinars and workshops.
- **Biomanufacturing & academic GMP units** – SOPs, checklists, technical guidance, benchmarking reports (within confidentiality/IP limits).

- **Regulatory agencies, ethics committees, HTA bodies and policy makers** – white papers, policy briefs, position statements, invited talks, structured consultations.
- **Related projects/initiatives and COST Actions** – joint events, cross-promotion of outputs, shared policy messages and technical sessions.

4.2. Open Science and Open Access approach

CINNAMON will adopt an Open Science approach consistent with COST and institutional policies:

- **Open Access**: peer-reviewed publications are expected to be Open Access (gold, hybrid or green routes), with deposition in institutional or subject repositories where possible.
- **FAIR data**: where relevant and feasible, datasets, protocols and metadata will follow FAIR principles (Findable, Accessible, Interoperable, Reusable), respecting data protection (GDPR) and patient confidentiality.
- **IPR and confidentiality**: dissemination from manufacturing and clinical practice will be balanced with protection of sensitive information, institutional IP, and confidentiality agreements; redacted or aggregated outputs will be used as needed.
- **Preprints and early sharing**: use of preprint servers and early dissemination of methods/standards will be encouraged, provided quality and ethical standards are maintained.
- **Open educational resources**: selected training materials (e.g. CINNAMON Academy modules, recorded webinars, SOP overviews) will be made openly available where appropriate.

4.3. Dissemination products and contributions

Indicative dissemination products include:

- **Scientific and technical publications**
  - Original research, reviews, consensus papers and methods papers on: CAR- T/ATMP development, manufacturing standards, clinical outcomes, toxicity management, regulatory science.
  - Lead contributions by WGs according to remit.
- **Guidelines, recommendations and technical documents**
  - Harmonised SOP frameworks, quality standards checklists, best-practice documents for academic CAR-T/ATMP manufacturing and clinical use.
  - Co-authored by relevant WGs; hosted on the website and shared through professional societies and networks.
- **White papers, policy briefs and position statements**
  - On topics such as: role of academic manufacturing, equitable access and ITCs, risk-proportionate regulation, infrastructure and workforce needs.
  - Co-developed by clinical, manufacturing and ethics/regulatory WGs, coordinated by the Science Communication/Dissemination/Training WG.
- **Training materials and CINNAMON Academy content**
  - Recorded lectures from training schools and workshops; short explainer videos; webinars; for clinicians, researchers and GMP staff.
  - Developed by WGs responsible for training/education, with patient perspectives included where relevant (e.g., short recorded interviews

with patients about their experience, with informed consent), and disseminated via the website, conferences and partner institutions.

- **Conference outputs**
  - Oral and poster presentations, symposia, roundtables and satellite workshops at European and national meetings.
  - Contributions coordinated annually across WGs to ensure coherent CINNAMON visibility.

4.4. Target forums and events

CINNAMON will systematically disseminate results at:

- **Major scientific and clinical conferences**, including: EHA, ESMO, EBMT, ASH-aligned meetings, national oncology/haematology congresses, and ATMP/cell-and-gene-therapy meetings, which will be indicated by the partners;
- **Manufacturing and regulatory forums**: meetings focused on GMP/biomanufacturing, EMA/national regulator workshops, HTA and health-policy conferences.
- **Thematic and cross-project events**: joint sessions with related COST Actions (e.g. IMMUNO-Model, haplo-IPS, BTCs4ATMPs) and EU projects (e.g. JOIN4ATMPs), workshops with partner networks (e.g. immunotherapy, ATMP, digital health), EU infrastructures like EATRIS.

Key scientific journals and outlets (to be refined by WGs) may include:

- high-impact oncology/haematology and immunotherapy journals;
- cell and gene therapy and biomanufacturing journals;
- regulatory science, health policy and health services research journals.

4.5. Timeline and planning

- **By end May 2026**
  - Mapping of major conferences for 2026–2027, including likely CINNAMON contributions (talks/posters, workshops, symposia, banners).
  - Each WG drafts a Year 1 dissemination plan (target journals, conferences, white papers, stakeholder meetings).
- **From 2026 onwards (annual cycle)**
  - **Nov–Dec**: finalise conference list and abstract strategy for the following year.
  - **Before abstract deadlines**: coordinate CINNAMON-branded submissions to prioritised conferences.
  - **1–2 months before each major conference**: prepare/update posters, slides, leaflets and banners.
  - **Immediately after conferences**: upload slides or permitted materials to the website; record outputs in dissemination logs and report to MC.
  - Produce at least one major policy/technical document (e.g. white paper, guideline, or position statement) by Year 2, and ≥3 by the end of the Action.

Contribution by Action participants:

- **WG Leaders and members**: lead drafting of publications, guidelines and technical documents; identify target journals and conferences; present CINNAMON work.
- **Science Communication/Dissemination/Training WG**: coordinates overall dissemination calendar, ensures coherence and branding, supports Open Access and repository deposition, and aligns dissemination with communication activities.
- **Core Group, MC and Chair/Vice-Chair**: endorse key documents (e.g. position statements) and ensure alignment with COST and institutional policies.

4.6. Links to e-COST dissemination deliverables

For any dissemination-related deliverables listed in the MoU and the Science communication plan (e.g. "Set of harmonised SOP frameworks", "Clinical and manufacturing guidance documents", "Policy white paper series", "CINNAMON Academy training package"), the plan will:

- assign a lead WG (and responsible lead author/coordinator);
- define the primary dissemination audiences and forums (journals, conferences, policy events);
- schedule supporting activities (webinars, website publication, cross-project sharing);
- ensure that outputs are Open Access where feasible and deposited in appropriate repositories.

This integrated approach will maximise the uptake and practical use of CINNAMON's results across its professional, regulatory and policy communities.

5. PLAN FOR THE VALORISATION OF ACTION RESULTS

Valorisation deals with the exploitation of Action results by specific target audiences, creating potential significant societal, economic or policy impact. As such, this section describes how the Action plans to support the envisaged scientific, technological and/or socio-economic impacts.
To support this, this section may also highlight potential end users to reach out to during and after the lifetime of the Action, a mapping of (expected) Action results which may be relevant outside the strict scientific sphere and methods and formats to promote synergies between the Action and partners for valorisation.
Data protection and IPR issues, if relevant, should also be discussed within this section.
Links between the plan and any Action deliverable related to valorisation listed on e-COST should be explained.

CINNAMON will valorise its results by enabling their practical use in clinical care, biomanufacturing, regulation and policy, thereby supporting significant scientific, technological and socio-economic impact, particularly in ITCs and underserved regions.

5.1. Objectives and end-users

Valorisation objectives are to:

- improve **clinical practice and access** to CAR-T/ATMPs through harmonised standards, training and networked expertise;
- strengthen **academic biomanufacturing capacity** and quality across Europe;
- inform **regulatory and policy frameworks** to support safe, equitable and affordable implementation;
- catalyse **sustainable collaborations and follow-on projects** beyond the Action.

Key end-users include:

- clinical centres and multidisciplinary teams delivering CAR-T/ATMPs;
- academic and hospital-based GMP/biomanufacturing units;
- national competent authorities, EMA, ethics committees, HTA bodies and payers;
- Ministries of Health and other health-policy actors at national/EU level;
- patient organisations and umbrella groups;
- related projects, infrastructures and networks (e.g. other COST Actions, EU-funded consortia; including EU RIs like EATRIS);
- selected industry partners, where collaboration serves public and patient benefit.

5.2. Action results with valorisation potential

Expected CINNAMON outputs with direct valorisation potential include:

- **Harmonised SOP frameworks and quality standards** for academic CAR T/ATMP manufacturing and clinical pathways;
- **Clinical and organisational best-practice recommendations** (e.g. indications, toxicity management, patient selection, referral pathways);
- **Training curricula and CINNAMON Academy modules** for clinicians, researchers and GMP staff;
- **Policy and regulatory white papers/briefs** on academic manufacturing, equitable access and ITC needs;
- **Network maps and collaboration models** (e.g. hub-and-spoke, cross-border referral, shared infrastructures);
- **Data- and experience-based insights** on implementation, workforce and infrastructure requirements.

These will be presented in formats that facilitate direct uptake: practical checklists, pathways, training packages, policy options and case examples.

5.3. Methods and formats for valorisation and synergies

To ensure results are exploited during and after the Action, CINNAMON will:

- **Co-design outputs with end-users**: involve clinicians, GMP leads, regulators and patient representatives in drafting and piloting SOP frameworks, recommendations and policy briefs, ensuring that patient perspectives on access, information needs and equity are documented..
- **Engage policy and regulatory stakeholders early**: use structured meetings, roundtables and consultations to embed white paper recommendations into evolving guidance and national planning.
- **Foster network-based implementation**: promote peer-to-peer support, mentorship and twinning schemes, particularly for ITCs, to translate standards and training into practice.
- **Build synergies with related initiatives**: systematically map and engage other COST Actions and EU/national projects, exploring joint workshops, shared position statements and complementary tools.
- **Encourage follow-on funding and projects**: document promising concepts and collaborations emerging from CINNAMON and support consortia building for Horizon Europe, national schemes and philanthropic funding.

5.4. Data protection and IPR

Valorisation will respect data protection, ethical and intellectual-property requirements:

- **Data protection**: all activities involving patient-related data comply with GDPR and national laws; clinical/ manufacturing data used for standards and policy work will be anonymised or aggregated.
- **IPR management**:
  - CINNAMON focuses on **methods, standards and organisational models**, not on proprietary products.
  - SOPs and tools will be shared under terms that protect institutional IP and confidentiality agreements (e.g. redacted versions, non-confidential summaries, controlled-access repositories).
  - Any potential inventions or commercially relevant know-how will follow host-institution IPR policies; the Action will not claim ownership but will facilitate responsible translation where aligned with public interest.
  - **Transparency with industry**: collaborations with companies will follow clear conflict-of-interest rules, ensuring that academic independence and equitable access remain central.

5.5. Links to e-COST valorisation deliverables

For any valorisation-related deliverables listed in e-COST (e.g. “Harmonised SOP and quality framework package”, “Implementation and access roadmap for ITCs”, “Policy recommendations on academic ATMP manufacturing and access”):

- a **lead WG** and responsible coordinator will be designated;
- end-users and implementation pathways will be specified from the outset;
- accompanying **implementation tools** (e.g. checklists, training modules, policy summaries) will be developed;
- targeted **valorisation activities** (pilots with selected centres, policy dialogues, joint actions with projects/societies) will be planned and documented.

Through this structured approach, CINNAMON will move from generating knowledge to enabling concrete changes in practice, infrastructure and policy that improve access to safe and effective CAR T/ATMPs across Europe.

ANNEX 1

The tables below are meant to provide an overview to the Action of relevant dimensions to be considered while structuring the Science Communication Plan. Table 1 highlights the different scope of Dissemination and Communication activities, while Table 2 underlines key questions to be addressed in each plan.

TABLE 1. COMMUNICATION – DISSEMINATION – VALORISATION

	COMMUNICATION	DISSEMINATION	VALORIZATION
Objectives	Promotion of the Action and its results. Raise awareness about the topic. Inform, promote and communicate – Visibility	Public disclosure about the Action results only.	Make concrete use of results for research, knowledge transfer or commercial use.
Expected Impact	Show the success of research collaboration. Engaging with society to show how it can benefit from the Action results.	Maximise result's impact. Allow researchers to go a step forward. Make Action results a common good.	For socio-economic purposes, further research, market validation, licencing, norms setting, standardisation. Represents society's direct & indirect return on the public sector's investment in research.
Audiences	Reaching multiple audiences from general public, citizens, civil society, and mass media	Groups that may use the results in their own work including peers, industry, stakeholders. Regarding policymakers, engage and share evidence-based results during the legislative process.	Not only researchers: incubators, venture capital, local, national or EU-related innovation ecosystems including policy-makers, industry, SMEs, sector of interest, civil society.
Languages	Non specialist language, layman – avoid jargon Be understandable.	Scientific and specialist language/jargon.	Combines both general and technical language to present reports, results, prototypes, software, data, etc.
Channels & Tools	Public debate, TV channels, radio, newspapers, websites, social media targeting general public. Leaflet/brochure, infographics,	Peer-review journals, scientific or stakeholder conferences, online repository of results, etc. Leaflet/brochure, infographics, multimedia (podcast, webinars, videos)	Stakeholder groups and events, industry publications/reports, competitions/awards. EU related platforms and services such as CORDIS, Horizon Results Booster,

	multimedia (podcast, webinars, videos)	EU related platforms and services such as Open Research Europe, European Open Science Cloud.	Innovation Radar, Horizon Results platform, European Patent Office.

TABLE 2. THE 5 W TO STRUCTURE YOUR PLAN

WHY It is relevant to communicate about the Action?	A few examples: • Research has been scattered across Europe; • Urgent need for a coordinated and joint effort to build a collaborative platform linking science, industry, and management; • Raise awareness; • Bring added value of belonging to a multidisciplinary network involving numerous countries; • To spark new collaborations.
WHAT is the key message?	Consider the Action MoU to set the objectives and develop the main key message. A few examples: • Improve the quality of the air, water, health, roads, buildings; • Change the current legislation; • Explore new techniques in treating cancer.
WHO is the target audience?	A few examples • Scientific community, Scientists, Academia; • Businesses, industry, SMEs: • NGOs, Citizen organisations, patient groups; • Authorities, Policymakers and specify at what level: local; regional; national; European or international…
WHERE and how to communicate & disseminate?	Use the tools and channels to convey the key message of your network • Public debate; • TV channels, radio, newspapers, websites, social media; • Workshops, training schools, conference, fairs, festivals, campaign…
WHEN it is appropriate to start communicating & disseminating?	A general recommendation - From the start to the end Think of timeliness – key moments during the lifetime of the Action when there is something new to release. • When setting the network to introduce the Action; • When the website & social media are set; • When there are some results to release; • When participating to an activity that has a wider scope with key stakeholders; • When a joint scientific publication is published; • When other evidence-based results and output are available.

	In short: not only at the end of the Action but during the lifetime. Planning is key: a dissemination calendar based on the Action planned activities and milestones is helpful to identify key moments.