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ADDIT-CE

Alzheimer's Disease Diagnostics Innovation and Translation to Clinical Practice in Central Europe

HORIZON-WIDERA-2022-ACCESS-04

D6.1. Initial Training Plan and CDE Plan

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Executive summary

Deliverable 6.1 provides a plan of training activities within Work Package 6: Creating A Culture of Innovation for the 1st year of the project realization. The first chapter describes an action plan outlining the training events planned for 2023, specifying trainees, the focus of the training, and preliminary dates. It also describes the actual status of the industrial PhD program implementation. The chapter covers activities planned within T6.1 – Enriching the expertise and know-how, T6.2 – Industrial PhDs, T6.3– Soft Skills Training Program and T6.5 - Thematic Summer School and Workshops.

The second part of the deliverable consists of a definition of communication, dissemination and exploitation (CDE) measures and an action plan of CDE activities for the project, all presented in a complex CDE Plan elaborated by the Coordinator with the contribution and cooperation of other partners. This part of the deliverable covers plans related to the implementation of T6.4 - Dissemination of results towards stakeholder groups and T6.6 - Events Targeting the Broader Community.

1. Action plan of training activities for the 1st year of the project

The following chapter describes the action plan for training activities in 2023. The plan is divided into subchapters based on the Tasks described in the Grant Agreement. With regard to the fact that the project was launched this year, some of the training activities are still being subject to discussion among partners and their final format is being worked on. Nevertheless, the consortium successfully managed to launch the series of AD workshops, organize the 1st Summer School, launch the Industrial PhD program, and set up a training plan for the approaching period.

All events are published on the project website and promoted by partners on social networks.

1.1 Task 6.1 Enriching the Expertise and Know-how

Direct access to the expertise of both collaborating institutions MU and NII SAS, reinforcing the contacts and sharing the knowledge will be ensured through invited lectures. We plan to organize two lectures a year, one at each institution:

- Lecture at NII SAS by MU will be delivered by Jozef Hritz in September 2023. Topic: Tau binding epitopes revealed by NMR spectroscopy
- Lecture at MU by NII SAS will be delivered by Petr Novak, Topic: Immunotherapy for Alzheimer´s diseases. The date has not been set up yet

Hands-on training at research and business partners: Intensive training is planned in order to improve knowledge and skills. Students will have the opportunity to spend one week at the GENETON company. For the second half of 2023, the following trainings are planned:

Sending institution	Hosting institution	Trainee	Research topic	Preliminary date
MU (CEITEC)	NII SAS	Hana Nedozrálová	In-cell immunofluorescence detection of different forms of tau protein aggregates. Focus on the transfer of knowledge and creating experimental strategy which can be transferred to CEITEC.	09-10/2023
MU (Recetox)	GENETON	Aneta Vašková	Possibilities of molecular diagnostics of apolipoprotein E (ApoE) aberrant functions	10-11/2023
NII SAS	GENETON	Muhamad Khalid Muhammadi	Causative mutations of Alzheimer´s disease	to be specified
BMC SAS	GENETON	Dominika Olesová	MiR sequencing data analysis and processing	08-10/2023

PIs from MU and NII are involved in the supervision of the PhD theses either in the position of consultants, or opponents or they are members of the thesis assessment and exams. The following table summarizes the current interaction, others are planned for the future:

Student	Institution	Topic	Supervisor	Opponent/consultant /member of the assessment committee
Stefana Njemoga	NII SAV	Dizajn molekúl zabraňujúcich patologickej konverzii tau proteínu prebiehajúcej v patogenéze Alzheimerovej choroby	Ondrej Cehlár (NII SAV)	Jozef Hritz (MU)
Jitka Plucarova	MU	Interactions of Microtubule Associated Protein 2c	Lukas Zidek (MU)	Rostislav Škrabana
Subhash Narasimhan	MU	Atomistic characterization of Microtubule associated Protein 2c.	Lukas Zidek (MU)	Rostislav Škrabana
Krishnendu Bera	MU	Interaction of selected phosphor-peptides and organic molecules with 14-3-3 proteins	Jozef Hritz (MU)	Ondrej Cehlár/Rostislav Škrabana (NII SAV)

1.2 Task 6.2 Industrial PhDs

At Masaryk University two PhD students have already been selected for this program where Martina Hlozankova (BioVendor) is planned as their co-supervisor:

- Mgr. Aneta Kozelekova (supervisors: Jozef Hritz & Martina Hlozankova), Research project topic: Preparation of Tau protein variants in relevant mammalian cell lines and the development of diagnostic tools targeting this protein.
- Mgr. Aneta Vašková (supervisors: Martin Marek & Martina Hložánková), Research project topic: Recombinant production of Apolipoprotein E variants in mammalian expression system for research and diagnostic applications.

For Industrial PhD in The Czech Republic, we plan to use a cotutelle as the form of agreement between Masaryk University and the company BioVendor. PhD students will be supervised by two experts, who combine academic and industrial scientific knowledge and approaches. Together, they will monitor the PhD study, the results of which, published in the dissertation thesis, should contribute to ADDIT-CE research outcomes. Both students are expected to start their research projects at BioVendor in September 2023. The project presumes that the students will spend the majority of their research in industry-based environment; as discussed with the business partner, the students will profit from a direct link to the industrial environment with the support of their business co-supervisor and the possibility to spend valuable time directly at the business partner. It is not expected that the students will spend the majority of their research physically present at the business partner. The exact conditions of the industrial PhD, including the time spent with the business partner, will be defined by the Cotutelle agreement.
By the time of the preparation of this deliverable, the agreement was being revised by BioVendor.

On the Slovak side, the legal format of the PhD program is still under discussion and soon to be finalized. NII SAV has been negotiating the details of the cooperation with the business partners GENETON and MultiplexDX. The process is slightly delayed to the project schedule; however, we expect to have the cooperation defined and formalized during the second half of 2023.

1.3 Task 6.3 Soft Skills Training Program

The Company MultiplexDX in cooperation with JIC prepared a plan for a series of six soft-skills online workshops. The workshops will cover the following topics: leadership skills and communication, writing research grant proposals, project management and teamwork in research, entrepreneurship and IPR protection in research, carrier guidance & time management strategies for researchers, and work-life balance.

The first workshop “Developing Leadership Skills and Effective Communication with the Research Community & Public” takes place in November 2023. The speakers are yet to be

nominated; we expect to have the program ready by September 2023 so that enough time for promotion is secured and the event is attended by a large number of participants.

1.4 Task 6.5 Thematic Summer School and Workshops

The first ADDIT-CE summer school was organized by NII SAS at Smolenice Castle, Slovakia on 20th – 24th June 2023. The school was focused on Diagnostic Tools and Biomarkers. The participants had the opportunity to improve in the multidisciplinary areas of development of biologics and diagnostic tools, such as the search for therapeutic targets and biomarkers, use of biologics in therapy and diagnostics, development of drugs and biomarkers, current diagnostic approaches, bioinformatics tools in the development of drugs and biomarkers, structural-biological foundations of drug development and biomarkers. The program including tutorials and workshops is available in attachment 1. As previously consulted with REA, in order to create synergies, the event was organized jointly with summer school Drug Discovery: Focus on Biologics (InterTau project, GA 873127). The total number of participants was 65.

Summer School at Smolenice organized by NII SAS

The first out of a series of eight Alzheimer´s Disease workshops (AD workshops) took place on 1st and 2nd of June 2023. The first day of the workshop was organized at CEITEC MU, Brno, The Czech Republic and it was dedicated to the consortium members only and the main focus was on the implementation of the tasks and work packages. Part of the 1st day was also the project meeting. The second day of the workshop was available to the researchers beyond the project consortium. It took place on the grounds of BioVendor company, Brno, The Czech Republic, one of the ADDIT-CE partners. The participants were given in insight into the company environment thanks to a guided tour, which was a part of the program. The total number of participants was 30 (+2 online) during the 1st day and 44 (+2 online) during 2nd day. The program is available in attachment 2.

Dáša Bohačiaková, Jozef Hritz and Martina Hložánková at AD Workshop, Brno

The next AD workshop takes place in November 2023 in Brno in a similar format.

2. Definition of CDE measures and action plan of CDE activities for the project

Communication, dissemination and exploitation measures and action plan is summarized in a separate document CDE Plan, available in attachment 3. The Plan was created during the first months of the project implementation and will be updated on a regular basis.

3. List of Attachments

Attachment 1: Summer School Program
Attachment 2: AD Workshop Program
Attachment 3: CDE Plan

ADDIT-CE SUMMER SCHOOL 20-24 June 2023, co-organized with INTERTAU SUMMER SCHOOL

20.6. Tuesday

17.00 **Introductory lecture ADDIT-CE Summer School with participation of InterTAU students** – *Jozef Hritz, Rostislav Skrabana*

19.00 Get together dinner – InterTAU and ADDIT-CE Summer Schools

21.6. Wednesday

8.30-12.00 **Morning Session V/I**

8.30 **Transgenic animal models of tauopathy and their significance** (15' + 40' + 20') *– Peter Neradil, Tomas Smolek, Petra Majerova*

9.45 Coffee break

10.00 **Models of alpha-synuclein propagation in neurons and its impact on mitochondrial function, cellular ion homeostasis and the neuronal transcriptome and proteome** (45') – *Jochen Prehn*

10.45 Coffee break

11.15 **Identifying a new aggregation hotspot in Alzheimer's disease: Opportunities for drug discovery** (45') – *Michal Nemergut*

12.00 Lunch

13.30-17.00 **Afternoon Session VI/II**

13.30 **A Path to Discovering Causal Insights in Multi-Omics Data Analyses** (45' + 45') – *Chiara Pastrello*

15.00 Coffee break

15.20 **Directed evolution of therapeutic proteins** (45') – *Maria Tomkova*

16.05 Coffee break

16.20 **High-sensitive ELISA methods and their applications in clinics** (40') – *Jozef Hanes*

17.00 **InterTAU project meeting II** *(hybrid form, PIs and management only)*

18.30 Dinner

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22.6. Thursday

9.30-12.30 **Morning Session VII/III**

9.30 **Extracellular transmission in health and disease** (45') – *Eva Syková*

10.15 Coffee break

10.30 **Role of perineuronal nets and diffuse extracellular matrix in brain plasticity** (45') – *Eva Syková*

11.15 Coffee break

11.30 **Auditory System in Health and Disease** (45') – *Josef Syka*

12.15 Lunch

14.00-19.00

no lectures, individual programme or programme in groups of special interests (sporting and cultural activities)

19.00 Dinner

23.6. Friday

9.00-12.00 **Morning Session VIII/IV**

9.00 **Molecular methods used in clinical laboratory – from the past to the future** (45') – *Miroslav Tomka*

9.45 Coffee break

10.00 **Comparative genomic hybridization in diagnostics of neurodevelopmental disorders** (45') – *Miroslav Tomka*

10.45 Coffee break

11.15 **Student flash talks I.**

12.00 Lunch

14.00-17.00 **Afternoon Session IX/V**

14.00 **Clinical trials in reality: why do we need to wait so long for a wonder drug?** (45') – *Beata Cecetkova, Jana Gregorova*

14.45 Coffee break

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15.00 **Periphery-brain crosstalk in exercise-induced brain plasticity: non-pharmacological approach** (45') – *Barbara Ukropcova*

15.45 Coffee break

16.15 **Students flash talks II.**

17.00 **ADDIT-CE consortia workshop – new grant application(s) – possibilities, ideas, inspirations**

18.30 Dinner

24.6. Saturday

9.00-11.30 **Morning Session X/VI**

9.00 **Structural aspects of antibody engineering for therapy and diagnostics** (45') – *Ondrej Cehlar*

9.45 Coffee break

10.00 **Round table discussion with panellists**

11.00 CONCLUDING REMARKS

12.00 Lunch

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AD WORKSHOP – DAY 1

1.6.2023, 13:00-17:30
CEITEC MU, University Campus, Kamenice 5, Brno
Building E35, Room 211 (the same as Kick-off meeting)

Time	Programme
12:30 - 13:00	Arrival, registration
13:00 - 14:45	**WP1: Development of Joint Cross-border R&I Strategy, Jozef Hritz, Norbert Žilka** T1.1 Identification of R&I Needs and Gaps**, Norbert Žilka** T1.3 Establishing of External Advisory Board, **Norbert Žilka** **WP2: Concepts, Designs, and Infrastructure Pre-Plans, Barbora Vlasáková** T2.1 Design of joint research proposals **WP3: Pathway to Long-Term Sustainability, Barbora Vlasáková** **WP5: Engagement of End Users, Kateřina Sheardová** T5.1 Recruiting patients to existing cohorts in Brno and Bratislava, **Kateřina Sheardová** T5.2 Standardization of sample collection procedures, **Kateřina Sheardová** T5.3 Non-pharmacological interventions, **Kateřina Sheardová, Barbara Ukropcová** T5.4 Communication campaign towards end-users and society, **Kateřina Sheardová, Martina Mátlová, Gabriela Kalafusová, Lucia Ciglar** **WP6: Creating A Culture of Innovation, Barbora Vlasáková** T6.1 Enriching the expertise and know-how (MU, NII SAS, M1-M48) T6.2 Industrial PhDs, **ČR - Jozef Hritz, SK- Norbert Žilka** T6.3 Soft Skills Training Program (JIC, MU, NII SAS, MDX, M6-M46) T6.4 Dissemination of results toward stakeholder groups, **Barbora Vlasáková** T6.5 Thematic Summer School and Workshops, **Barbora Vlasáková** T6.6 Events Targeting the Broader Community, **Barbora Vlasáková** **WP7: Project Governance, Management and Ethics, Barbora Vlasáková** **WP4: Development of new diagnostic assays for AD progression** T4.1 Identification of tau species in CSF and blood of AD patients, and in the medium of iPSCs derived neuronal models from AD, **Andrej Kováč** T4.2 Structural properties of the monomeric form of Tau variants, **Jozef Hritz** T4.4 Production of biomarkers on organoid cultures, **Dáša Bohačiaková** T4.6 Exploring the structural organization and multimerization potential of ApoE proteins, **Martin Marek** T4.8 Development of a novel miRNA-seq protocol for low RNA input samples, **Adrian Szobi**

	Coffee break
15:30 – 17:30	**Organisational aspects** - Documents and contact sharing - Planned changes to the project, amendment in preparation **Financial and administrative aspects of the project implementation** - Subcontracting - Internally invoiced goods and services - Personnel costs, person-months (changes, actual spending, reporting) - Publicity, acknowledgement, open access - Budget - Actual spending (OGS, personnel costs, person-months, …)
17:30	Closing of the event

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AD-WORKSHOP – DAY 2

2.6.2023, 09:00-16:30
Biovendor, Karásek 1, Brno

Time	Programme
8:30-9:00	Registration
9:00-10:45	**Jozef Hritz** *(Masaryk University)* **and Martina Hložánková** *(Biovendor)***:** Invitation speech **1. Structural biology section** **Radek Crha** *(Masaryk University):* Structural and interaction properties of human Tau protein investigated by NMR spectroscopy **Gytis Kučinskas** *(Masaryk University):* Generation and analysis of hyperphosphorylated full length Tau fibrils **Martin Marek** *(Masaryk University):* Decoding the mechanism of Apolipoprotein E (ApoE) aggregation
10:45-11:30	Coffee break
11:30-13:00	**2. Proteomics section** **Gabriela Kalafusová (Slovak Alzheimer´s Society):** Slovak National Plan to Combat Alzheimer's Disease and Other Dementias **Dáša Bohačiaková** *(Masaryk University)***:** Modelling Alzheimer's disease using pluripotent stem cells **Alemeh Zamani** *(Masaryk University)*: Role of choroid plexus in Alzheimer's disease
13:00-13:30	Biovendor guided tour
13:30-15:00	Lunch
15:00-16:00	**3. Clinical section** **Lucia Ciglar (Austrian Institute of Technology):** Liquid biopsy-based multi-omics technologies ready to be used in Alzheimer's disease research and diagnostics **Barbara Ukropcová** *(Biomedical Research Center, SAS)***:** The role of complex lifestyle intervention in prevention and treatment of aging-associated cognitive decline **Beata Čečetková** *(Ministry of Health of the Slovak Republic)*: Current clinical research regulatory framework
16:00-16:30	Closing of the event

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Communication, dissemination and exploitation plan for the ADDIT-CE project

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Project summary

More than 55 million people worldwide suffer from dementia. Alzheimer's disease (AD) is the leading cause of this fatal disorder, without any effective disease-modifying therapy. Early diagnosis and lifestyle modifications can significantly reduce the costs of care and treatment. There is no conceptual plan for implementing modern diagnostic methods in clinical practice in Czechia and Slovakia. The interaction between universities and the private sector in developing molecular diagnostic tools is fragmented and lacking. A limited number of talented students are invested in applied AD-focused research. The aim of ADDIT-CE is to interlink two ecosystems in Brno and Bratislava region, embracing the full quadruple helix of innovation-driving actors: excellent scientific teams from **Masaryk University** and **Slovak Academy of Sciences**, collaborating with top biotech companies: **Geneton**, **BioVendor**, and **MultiplexDX**. Societal actors will be represented by organisations such as **Slovak and Czech Alzheimer Societies**, **Memory Center** and **Czech Brain Aging Study**. The regional government will be involved via the **Ministry of Health Slovak Republic** and the **South Moravian Innovation Centre**. The joined ecosystems will unite R&I activities focusing on new diagnostic methods and their applications and further interlink academia and business spheres by creating a pilot industrial PhD programme. ADDIT-CE will generate a joint cross-border strategy covering basic and applied research activities to accelerate the development of new tools for preclinical AD diagnostics and lifestyle/pharmacological intervention

monitoring. New cutting-edge technologies will be transferred into clinical practice. The results of ADDIT-CE will be used to develop the Slovak National Plan to Combat Dementia to enrich the Czech National Plan for AD. The national plans will be widely disseminated to end users and society. ADDIT-CE will join forces with the involved ecosystems to revolutionise diagnostic approaches in both countries

Introduction

The ADDIT-CE project aims to revolutionise diagnostic approaches to Alzheimer's disease in Czechia and Slovakia through interlinking scientific research teams, biotech companies, societal actors, and the regional government. Communication, dissemination and exploitation (CDE) activities are a key part of the project, as they enhance visibility and recognition of the joint ecosystems, raise public awareness of excellent science, increase the interest and involvement of the business sphere and policymakers, and contribute to the impact and exploitation potential of research outcomes. CDE activities of ADDIT-CE address the full range of potential users from all parts of the quadruple helix of innovation-driving actors. The effectiveness of the CDE plan will be evaluated on a biannual basis, examining the set key performance indicators (KPIs).

In the final update of the CDE plan, we will evaluate the efficiency of each dissemination channel. The most efficient channel will be used in the post-project period. The activities will be oriented on continuing the project effort to enhance the visibility of ADDIT CE (papers, conferences) and towards sustainability of scientific and business networks.

Communication objectives

Overall, the communication objectives of ADDIT-CE are to increase awareness, foster collaboration, disseminate results, raise the profile of the national plans, and build a positive reputation for the project and its partners. These objectives will guide the development of the project's communication plan and ensure that it effectively communicates the project's objectives, activities, and expected outcomes to the relevant stakeholders and the wider public. The project will try to achieve following communication objectives:

- **Increase Awareness**: The project aims to increase awareness among the scientific community, stakeholders, and the wider public about the prevalence of Alzheimer's disease, its impact on society, and the need for early diagnosis and lifestyle modifications. The communication objective is to raise awareness about the project's objectives, activities, and expected outcomes.
- **Foster Collaboration:** The project aims to interlink two ecosystems in Brno and Bratislava region, embracing the full quadruple helix of innovation-driving actors. The communication objective is to encourage collaboration among stakeholders, including scientific research teams, biotech companies, societal actors, and the regional government, to facilitate knowledge exchange and innovation.

- **Disseminate Results:** The project aims to develop new tools for preclinical AD diagnostics and lifestyle/pharmacological intervention monitoring, which will be transferred into clinical practice. The communication objective is to disseminate the project's results to the relevant stakeholders, including industry partners, policymakers, and healthcare providers, to maximize their exploitation potential.

- **Communicate the National Plans:** The project aims to use its results to enrich the Czech National Plan for AD and develop the Slovak National Plan to Combat Dementia. The communication objective is to raise the profile of these national plans and promote their adoption and implementation.
- **Build a Positive Reputation:** The communication objective is to build a positive reputation for the project and its partners, highlighting their expertise, achievements, and contribution to society.

Communication channels

To ensure the successful implementation of the project and its results, we will use a variety of communication channels. Here is the list of channels we will use for communication, dissemination and exploitation:

Communication:

The communication plan aims to promote the ADDIT-CE project and its activities to the scientific community, relevant stakeholders, and the wider public. The following communication channels will be utilised:

1. **Project website**: A dedicated website was created to provide information on the project, its objectives, and its activities.
2. **Social media**: Social media platforms, such as Facebook, Twitter, and LinkedIn, will be used to promote the project and disseminate updates and news. Project partners' existing social media channels will be used to maximise their reach.
3. **Events**: A series of events will be organised to disseminate the project's results and engage with the broader scientific community and the public.
4. **Press Releases:** Press releases can be used to share significant project updates, research findings, and other news with the media. This can help increase the visibility and impact of the project.
5. **Conferences and Workshops**: Conferences and workshops will be organized to share project updates, research findings, and facilitate knowledge exchange and collaboration among researchers, healthcare providers, policymakers, and other stakeholders.

6. **Webinars:** Webinars will be organized to share project updates, and research findings, and facilitate knowledge exchange and collaboration among researchers, healthcare providers, policymakers, and other stakeholders. When appropriate, webinars will be recorded and made available on the project website for those who cannot attend.
7. **Infographics and Visuals**: Infographics and visuals will be used to communicate complex research findings and other information in a clear and accessible way. This can help increase the understanding and impact of the project.
8. **Public Engagement Events:** Public engagement events will be organized to engage with patients, caregivers, and other stakeholders and raise awareness about the project and its outcomes. We will take advantage of existing events with high number of attendees such as Researcher´s Night.

Dissemination:

The dissemination plan aims to ensure the wide dissemination of the project's results to the relevant stakeholders and the wider public. The following dissemination channels will be utilised:

- **Scientific Publications**: Research findings and results will be disseminated through peer-reviewed scientific publications.
- **Conferences:** Project partners will present their findings and results at relevant national and international conferences.
- **Workshops:** Workshops will be organised to disseminate the project's results and engage with stakeholders.

Exploitation:

The exploitation plan aims to ensure that the project's results are exploited to their full potential by relevant stakeholders, including industry partners, policymakers, and healthcare providers. The following exploitation strategies will be employed:

- **Intellectual Property (IP) Protection:** The project's partners will take steps to protect any generated IP.
- **Industrial PhD Programme:** A pilot industrial PhD programme will be established to create a pool of trained researchers who can support the development of new tools for preclinical AD diagnostics and lifestyle/pharmacological intervention monitoring.
- **Commercialization:** The project partners will explore commercialization opportunities for the project's results, including the development of new diagnostic tools and their transfer into clinical practice.
- **Policy Recommendations:** The project's results will be used to develop policy recommendations for the Slovak National Plan to Combat Dementia and the Czech National Plan for AD.

The ADDIT-CE project aims to revolutionise diagnostic approaches to Alzheimer's disease in Czechia and Slovakia through interlinking scientific research teams, biotech companies, societal actors, and the regional government. A comprehensive communication, dissemination, and exploitation plan will be developed to promote the project's activities, disseminate its results, and ensure their exploitation to its full potential. The plan will utilise various communication and dissemination channels, including a dedicated website, social media, newsletters, events, scientific publications, conferences, workshops, and media outreach. The project partners will explore various exploitation strategies, including IP protection, industrial PhD programme, commercialisation, and policy recommendations, to ensure the full exploitation of the project's results.

Communication strategies

To reach the communication objectives defined for the ADDIT-CE project, a multi-channel approach that combines media relations, stakeholder engagement, social media, website and online presence, public relations, and branding and identity could be employed to effectively reach the communication objectives of ADDIT-CE. The key is to use targeted and tailored communication strategies to effectively engage with each stakeholder group and achieve the desired outcomes.

We plan to engage with local and national media outlets to increase awareness of the project and its objectives. We will regularly develop targeted press releases and media pitches to highlight key milestones, significant results, and upcoming events. We will be proactively offering media interviews with project leaders, researchers, and industry partners to further increase visibility.

We plan to engage in strategic stakeholder management to maximise the project outcomes. We will foster collaboration and engagement with stakeholders, including scientific research teams, biotech companies, societal actors, and the regional government. We will organise regular stakeholder meetings, workshops, and seminars to facilitate knowledge exchange, share project updates, and gather feedback. We will develop communication materials and presentations to showcase project achievements and encourage participation of all project partners.

We will utilize existing social media platforms of the project partnters such as Twitter, Facebook, and LinkedIn to raise awareness of the project, disseminate results, and engage with stakeholders. We will develop a social media content calendar and regularly post updates on project progress, news, events, and key milestones. We will engage with our followers and respond to comments and questions to increase engagement of our social media posts.

We will develop a project website to serve as a central hub for project information, updates, and resources. We will regularly update the website with news articles, publications resulting from the project, and upcoming project events.

We will implement a targeted public relations campaign to raise the profile of the national plans developed by ADDIT-CE. This could include engaging with policymakers, healthcare providers, and relevant government agencies to promote the adoption and implementation of the plans. We will jointly develop communication materials such as policy briefs, reports, and presentations to highlight the importance of the national plans and their potential impact.

We will develop a project brand and visual identity to increase recognition and build a positive reputation. This could include developing a project logo, tagline, and visual guidelines to ensure consistency across all communication materials.

A special strategy of the ADDIT-CE project is communication aiming at youth. To ensure the sustainability of the developed strategy, the ADDIT-CE project will invest in the future of research and innovation – bachelor, master and high school students. We will present the attractiveness and importance of AD diagnostics research during Open Days, excursions, online lectures, and communication campaigns through social media.

A possibility to work on a bachelor's or master's thesis related to the research conducted by the consortium will be offered to students of the involved research institutions. A pilot program of industrial PhD will be launched in both ecosystems, where the doctoral theses will be co-supervised by an industry expert, a significant part of the student's time will be spent in the industrial sphere and with the student's doctoral theses directly contributing to ADDIT-CE research outcomes.

Furthermore, students will be invited to attend scientific lectures by visiting scientists as a part of enhancing the overall expertise of the consortium, and two dedicated Summer Schools on AD research-related topics, targeting about 60 students each, will be organized in the 1st and 4th year of the project.

The involvement of business partners in ADDIT-CE research will lead to the direct exploitation of project results. Through future research proposals, new products and methodologies will be potentially developed, and commercialized via existing or new spin-off companies. All consortium members have local structures in place that aid in all aspects of spin-off company founding and commercial exploitation of project results.

Project stakeholders

The ADDIT-CE project involves various stakeholders from different sectors. Engaging with each of these stakeholders is critical to the success of the project. Effective communication and collaboration with each stakeholder group can facilitate knowledge exchange, support uptake of the project outcomes, and enhance the overall impact of the project. We will manage stakeholder relationships with relevant stakeholders categorised into the following groups:

1. **Research organisations:**
    - Scientific research teams from Masaryk University and
    - Scientific research teams from the Slovak Academy of Sciences

2. **Biotech companies:**
    - Geneton
    - BioVendor
    - MultiplexDX
3. **Societal Actors:**
    - Slovak Alzheimer Society
    - Czech Alzheimer Society
    - Memory Center
    - Czech Brain Aging Study
4. **Government:**
    - Ministry of Health Slovak Republic
    - South Moravian Innovation Centre
5. **End Users:**
    - Patients with Alzheimer's disease and their families
    - Healthcare providers
6. **Other Stakeholders:**
    - European Commission (as the funder of the project)
    - Ethical committees and regulatory bodies

Special attention will be paid to the government and policymakers. ADDIT-CE is already firmly integrated into regional policy making bodies via its partners and will seek further attention of authorities and policy influencers with the aim to increase awareness about modern AD research, non-pharmacological interventions, and the importance of on-time diagnostic. Governmental representatives will be invited to the kick-off meeting, press conferences and round-table discussions. Through our partnership with the Slovak Ministry of Health, results of ADDIT-CE will be incorporated into the prepared National Action Plan for Dementia. Through its Czech equivalent, we will address the policy makers involved in its implementation.

Target groups

Our communication plan will focus on various target audiences. We are aware that each of these target groups requires a tailored communication approach to effectively engage with them and achieve the desired outcomes. Our communication plan aims to raise awareness of the project and its objectives, disseminate research findings, and promote the uptake of the project outcomes towards the following target groups:

1. **Scientific and Research Community:**
    - Researchers and scientists in the field of Alzheimer's disease and related areas in the Czech Republic, Slovakia, Europe and beyond
    - Involved scientific research teams from Masaryk University and Slovak Academy of Sciences

- Involved Biotech companies: Geneton, BioVendor, and MultiplexDX

2. **Healthcare Providers in the Czech Republic and Slovakia:**
   - Medical doctors, nurses, and healthcare professionals who are involved in the diagnosis and treatment of Alzheimer's disease and related disorders
   - Health policymakers and regulators
3. **Patients and Caregivers:**
   - People living with Alzheimer's disease and their families
   - Patient advocacy groups and non-profit organizations
4. **Business and Industry:**
   - Biotech companies and other stakeholders in the industry who are involved in the development of diagnostic tools for Alzheimer's disease
5. **Government and Policy Makers:**
   - Ministry of Health Slovak Republic
   - Ministry of Health Czech Republic
   - South Moravian Innovation Centre
   - European Commission
6. **General Public:**
   - Individuals who are interested in the field of Alzheimer's disease and related research
   - Members of the public who may be affected by Alzheimer's disease and related disorders

The specific impact of early diagnosis of Alzheimer’s disease on society is one of ADDIT-CE's highest priorities. Therefore, we plan to directly involve and address the main groups of the end users of AD research results: specialists at diagnostic clinics, patients, their families, professional caretakers, and general practitioners. Through a concerted effort of societal actors involved in ADDIT-CE project – Czech Brain Aging Study, Memory Center Bratislava, and the Czech and Slovak Alzheimer Societies – we will map out and consolidate the network of end users and launch a targeted campaign through info points, newsletters, videos, podcasts, discussions, questionnaires, workshops and established conferences such as Prague Gerontology days.

Communication methods

We will apply Open Science methods to increase the impact and sustainability of the ADDIT-CE project. We will strive for Open Access Publishing to increase the visibility, impact, and uptake of the project outcomes and make research findings more accessible to the broader research community and the public.

We will make our research data open and accessible to other researchers through data repositories or other platforms to increase transparency and reproducibility, facilitate collaboration and innovation, and increase the visibility and impact of its research outputs.

We will involve patients, caregivers, and other stakeholders in decision-making processes to ensure that our research is aligned with the needs and priorities of the communities we serve and that research findings are more relevant and applicable to end-users.

We will look for ways how to involve members of the public in its research through citizen science initiatives, such as crowdsourcing, participatory research, and citizen data science to increase awareness and understanding of the project and facilitate the co-creation of knowledge.

By adopting these open science methods, we will increase the impact and sustainability of its work, facilitate collaboration and innovation, and promote the uptake and adoption of our research outputs.

Key performance indicators

Setting key performance indicators (KPIs) is critical for evaluating the effectiveness and impact of the CDE plan for ADDIT-CE. Measuring these KPIs can provide valuable insights into the effectiveness of the communication plan, identify areas of improvement, and help ensure the project's success in achieving its objectives. We will focus the following KPIs:

1. **Reach**:
   - Number of individuals reached through various communication channels, such as website visits, social media posts, press releases, and newsletters.
   - Number of media outlets that covered the project.

2. **Engagement**:
   - Number of comments, likes, and shares on social media posts related to the project.
   - Number of participants in events, workshops, and webinars organised by the project.

3. **Awareness:**
   - Level of understanding and knowledge of the project among the target groups.

4. **Uptake:**
   - Number of healthcare providers and policymakers who have incorporated the project outcomes into their practice and policies.
   - Number of businesses and industry stakeholders who have collaborated with the project and/or adopted the project outcomes.

5. **Impact:**
   - Effectiveness of the project in achieving its objectives as measured by the number of diagnostic tools developed, their impact on patient care, and their cost-effectiveness.
   - The degree to which the project has contributed to the development of the Slovak National Plan to Combat Dementia and the enrichment of the Czech National Plan for AD.

Attachment 3: CDE Plan