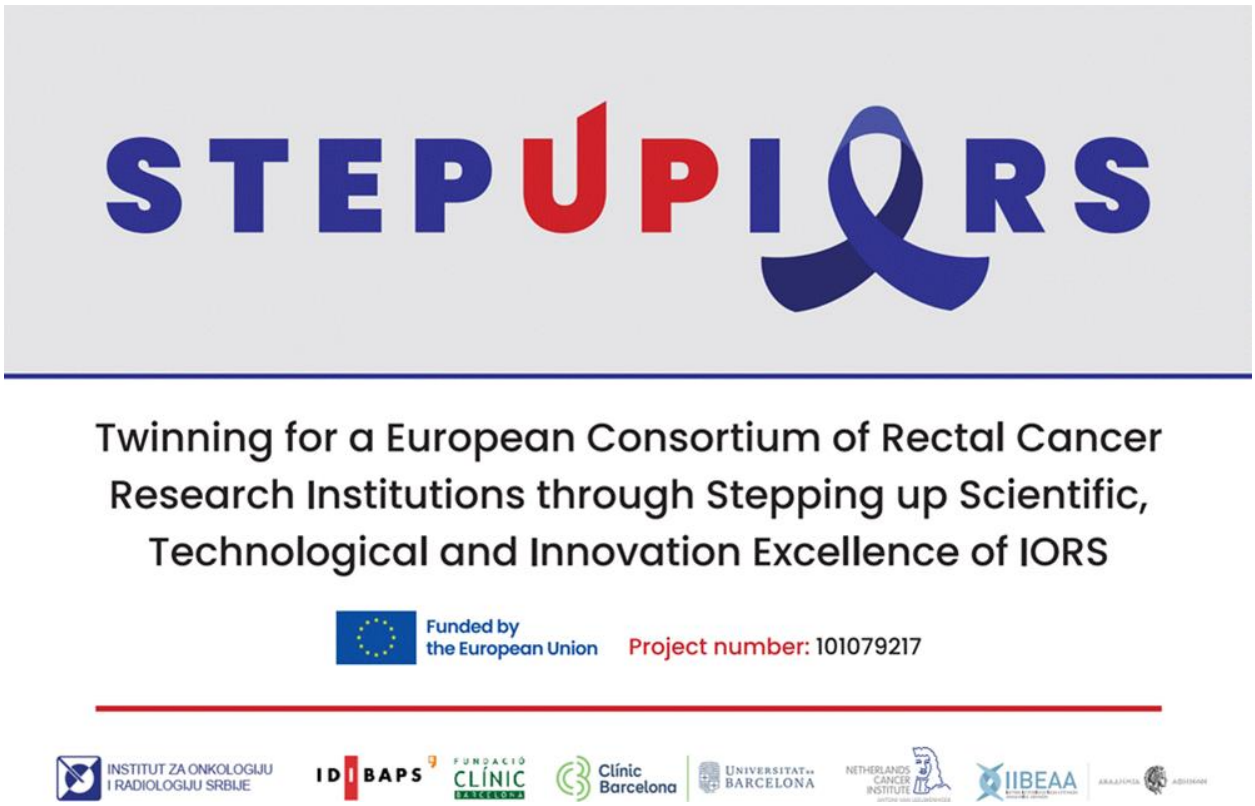

Work Package No: 4

Deliverable No: D4.3

Deliverable Name: Outreach activities

Type: DEC

Dissemination Level: PU

Due Date: September 30, 2024

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Description of the report

This report verifies the achievement of Deliverable 4.3, summarizing and referencing the achieved outcomes related to the outreach activities of the project. For successful dissemination, communication and exploitation strategy, STEPUPIORS implemented various targeted outreach approaches. Outreach activities were focused on engaging specific and predefined audiences and the report is divided into sections according to the type of outreach activity and audience. The objectives of outreach activities were defined in D4.2 – Plan for communication, dissemination and exploitation activities, submitted in month 6 (March 30, 2023) of the project (D4.2, Dissemination Level: SEN, available to the Project Officer in the Continuous Reporting Module).

Outreach activities in the period Oct 01, 2022 – Jan 31, 2024, have been previously summarized in the Deliverable D5.3 - Midterm Review Report (D5.3, Dissemination Level: SEN, available to the Project Officer in the Continuous Reporting Module Section 1.2.4, p. 17-23) which was approved by the Project Officer Dr Doru-Leonard Irimie on April 12, 2024. The following report complies continuous data covering the period Feb 01, 2024 – Sept 30, 2024.

1. Dissemination activities

STEPUPIORS participants attended scientific meetings as lecturers, panelists and abstract presenters. Presentations with the project results were prepared for oral and poster presentations and abstracts were published in scientific journals and abstract books. All publications were prepared according to Open Science and FAIR data principles and published on the project website.

Figure 1. Representative images depicting dissemination activities.

In the period Feb 01, 2024 – Sept 30, 2024, STEPUPIORS participated in 13dissemination activities aimed at the scientific audience including participation in scientific meetings, congresses and conferences, trainings, webinars and summer schools. The following list is

chronologically ordered by event date, starting with most recent events.

1. **Sept 30 – Oct 04, 2024.** STEPUPIORS organized a Summer School "*Liquid Biopsy Technologies*" hosted by Prof. Evi Lianidou at the ACTC Lab, Dept. of Chemistry, National and Kapodistrian University of Athens in collaboration the Hellenic Society of Liquid Biopsy.
https://www.stepupiors.eu/2024/09/newsevents/stepupiors-summer-school-liquid-biopsy-technologies/

2. **June 19-22, 2024.** Dr. Marija Djordjic Crnogorac and Dr. Ana Damjanovic Velickovic from IORS represented STEPUPIORS at the 10th Biennial Meeting of InSiGHT organized by the International Society for Gastrointestinal Hereditary Tumors (InSiGHT) in Barcelona. Dr Djordjic Crnogorac presented project results with an abstract titled "*Hereditary colorectal cancer – first report on mutational profile in Serbia*."
https://www.stepupiors.eu/2024/07/newsevents/stepupiors-at-insight-meeting-2024/

3. **June 17-20, 2024.** Dr Miljana Tanic from IORS attended the 5th Belgrade Bioinformatics Conference – BelBi2024 held in Belgrade, Serbia. She presented a Flash Talk with latest STEPUPIORS project results as a poster presentation: *Navigating ELSI for FAIR multiomics data management within STEPUPIORS international rectal cancer project*
https://www.stepupiors.eu/2024/07/newsevents/stepupiors-at-belbi2024-congress/

4. **June 10-13, 2024.** The STEPUPIORS team participated in multiple activities at the fantastic and science-packed EACR2024 congress in Rotterdam, Netherlands organized by the European Association for Cancer Research. Dr Ana Djuric from IORS presented a project abstract "*Expanding the Landscape of Professional Project Management to Support Cancer Research in Serbia*" and attended the EuCanImage Horizon 2020 Project Workshop: *Trustworthy Artificial Intelligence in Multi-Country Cancer Imaging*. Dr Milena Cavic participated in the inaugural EACR Women in Leadership Workshop and represented the national affiliated Serbian Association for Cancer Research (SDIR).
https://www.stepupiors.eu/2024/06/newsevents/stepupiors-at-eacr2024-congress/

5. **June 06, 2024.** STEPUPIORS PI from BRFAA Prof. Ieronymos Zoidakis participated as a chair and speaker at the VII Symposium of the Serbian Proteomics Society "Proteomics Application in Biomedicine" held at the Serbian Academy of Arts and Sciences in Belgrade on June 06, 2024.
https://www.stepupiors.eu/2024/09/newsevents/brfaa-second-expert-visit-to-iors/

6. **May 17-19, 2024.** Dr Mladen Marinkovic from IORS gave a lecture: "Intensifying neoadjuvant treatment in locally advanced rectal cancer" at the 2nd National Oncology Congress held in Nis, Serbia.
https://www.stepupiors.eu/2024/06/newsevents/may-2024-project-activities/

7. **May 14-17, 2024.** Dr Teresa Botta-Orfila from FRCB-IDIBAPS presented a collaborative abstract: "*International Collaborative Biobanking: Shaping the future together*" at the Europe Biobank Week Congress 2024 held in Vienna, Austria.
https://www.stepupiors.eu/2024/06/newsevents/may-2024-project-activities/

8. **May 13-15, 2024.** Dr Marija Djordjic Crnogorac from IORS presented a project abstract: "*Identification of two novel germline MLH1 mutations in colorectal carcinoma patients: Variant interpretation in practice*" and Dr Ana Krivokuca presented a lecture: "*From raw data to diagnosis: how labs can confidently identify actionable somatic mutations that impact treatment or alter prognosis*" at the 15th International Symposium on Variants in the Genome, held in Porto, Portugal.
https://www.stepupiors.eu/2024/06/newsevents/may-2024-project-activities/

9. **May 09-12, 2024.** Dr Radmila Jankovic and Dr Jelena Spasic from IORS gave lectures "*Concept of molecular testing in the future; liquid biopsy*" and "*Preoperative immunotherapy*" at the CUMO2024 Congress organized by the Montenegro Society for Medical Oncology in Budva, Montenegro.
https://www.stepupiors.eu/2024/06/newsevents/may-2024-project-activities/

10. **May 3-7, 2024.**Dr Suzana Stojanovic-Rundic and Dr Mladen Marinkovic from IORSrepresented STEPUPIORS at the ESTRO 2024 Congress organized by the European Society for Radiotherapy and Oncology titled: Radiation Oncology: Bridging the Care Gap, Glasgow, UK.
https://www.stepupiors.eu/2024/06/newsevents/may-2024-project-activities/

11. **April 29, 2024.** Aleksandra Stanojevic, MSc, from IORS participated in the annual Management Committee Meeting of the TRANSLACORE (CA21154) COST Action, held in Prague, Czech Republic, and gave a lecture "*Acquisition Mass Spectrometry Analysis of FFPE Rectal Cancer Samples Offers In-Depth Proteomics Characterization of the Response to Neoadjuvant Chemoradiotherapy*"
https://www.stepupiors.eu/2024/05/newsevents/lecture-at-translacore-cost-action-meeting/

12. **April 22, 2024.** Dr Milena Cavic, Mladen Marinkovic and Aleksandra Stanojevic from IORS participated at the 6th Webinar "Cancer medicine – Rectal Cancer Predictive Biomarkers" organized by the Early Career Investigators network under the TRANSLACORE (CA21154) COST Action.
https://www.stepupiors.eu/2024/04/newsevents/stepupiors-lectures-at-translacore-cost-action-webinar/
13. **Apr 05-10, 2024.**STEPUPIORS PIs Dr Milena Cavic from IORS and Dr Remond Fijneman from NKI-AVL presented latest project results and advancements in the colorectal cancer and liquid biopsy field at the AACR24 congress organized by the American Association for Cancer Research in San Diego, US. They presented an abstract: "*Employing widening funds to address inequity in cancer research – example of the STEPUPIORS collaborative rectal cancer project*".
https://www.stepupiors.eu/2024/04/newsevents/stepupiors-at-aacr2024-congress/

Table 1. Dissemination: Conferences Tracking

Partner(s)	Dissemination Channel	Details	Dates	Event	Organizer	Target group	Link
IORS	Conference	Participants Aleksandra Stanojevic and Mladen Marinkovic	02-04.12.2022. Patras, Greece	The Annual meeting of the Hellenic Society of Biochemistry and Molecular Biology	Hellenic Society of Biochemistry and Molecular Biology	scientific community	https://www.lsc.gr/content/173/72th-annual-conference-of-the-hellenic-society-of-biochemistrymolecular-biology-2-4.12.2022,-patra-/eng
IORS	Congress	Participant Ana Djuric	10-12.05.2023. Belgrade, Serbia,	The 13th Congress of the Serbian Society of Toxicology; 1st TOXSEE Regional Conference	Serbian Society of Toxicology and TOXSEE	scientific community	https://www.toxsee2023.com/en/
IORS, BRFAA, IDIBAPS/ HCB and NKI-AVL	Congress	STEPUPIORS participated as Invited speakers, session chairs meet the experts' hosts, oral presenters and members of the Scientific and Organizing Committee	02.-04.10.2023. Belgrade, Serbia	Sixth congress of the Serbian Association for Cancer Research	SDIR	scientific community	https://www.sdir.ac.rs/en/izvestaj-sa-sdir-6-kongresa/#
IORS	Congress	Project participants Milena Cavic and Mladen Marinkovic participated as invited speakers	29.11.– 02.12.2024. Belgrade, Serbia	60th ONCOLOGY CONGRESS	IORS	scientific and medical community, patients and patient representatives	https://www.oncology.rs/

IORS	Conference	Ana Djuric presented project results	01.–03.12.2024. Athens, Greece.	The 73rd Panhellenic Conference of the Hellenic Society of Biochemistry and Molecular Biology,	Hellenic Society of Biochemistry and Molecular Biology	scientific community	https://www.eebmb.gr/index.php
IORS	Conference	Marija Djordjic Crnogorac and Ana Damjanovic Velickovic represented STEPUPIORS with poster presentation	19-22.06.2024. Barcelona, Spain	the 10th Biennial Meeting of InSiGHT organized by the International Society for Gastrointestinal Hereditary Tumors (InSiGHT)	InSiGHT	scientific and medical community	https://tacticsmd.net/congreso/insight-2024/
IORS	Conference	Miljana Tanić presented a Flash Talk with STEPUPIORS project results	17.-20.06.2024.; Belgrade, Serbia.	5th Belgrade Bioinformatics Conference – BelBi2024 held	Institute of molecular genetics and genetic engineering, UB	scientific community	https://belbi.bg.ac.rs/
BRFAA	Symposium	STEPUPIORS PI from BRFAA Prof. Ieronymos Zoidakis participated as a chair and speaker	06.06.2024 in Belgarde	The VII Symposium of the Serbian Proteomics Society "Proteomics Application in Biomedicine"	The Serbian Proteomics Society	scientific community	https://www.sanu.ac.rs/en/symposium-the-application-of-proteomics-in-biomedicine/
IORS	Congress	STEPUPIORS team participated in multiple activities	10.-13.06.2024. Rotterdam, Netherlands	EACR2024 congress	EACR	scientific community	https://2024.eacr.org/
IORS	Congress	Dr Mladen Marinkovic gave a lecture	17.-19.05.2024	The 2nd National Oncology Congress	NOC	scientific and medical community	Not available

FRCB-IDIBAPS	Congress	Dr Teresa Botta-Orfila presented a collaborative abstract	14-17.05.2024. Vienna, Austria.	The Europe Biobank Week Congress 2024	BBMRI-ERIC	scientific community	https://www.bbmri-eric.eu/events/europe-biobank-week-2024/
IORS	Symposium	Marija Djordjic Crnogorac presented a project abstract, Ana Krivokuca presented a lecture	13.-15.05.2024. Porto, Portugal.	The 15th International Symposium on Variants in the Genome	Human Genome Organization	scientific community	https://isv.variome.org/
IORS	Congress	Dr Radmila Jankovic and Dr Jelena Spasic gave lectures	09.-12.05.2024. Budva, Montenegro	CUMO2024 Congress	The Montenegro Society for Medical Oncology	scientific and medical community	Not available
IORS	Congress	Dr Suzana Stojanovic-Rundic and Dr Mladen Marinkovic represented STEPUPIORS	03.-07.2024. Glasgow, UK	ESTRO 2024 Congress	The European Society for Radiotherapy and Oncology	scientific and medical community	https://www.estro.org/Congresses/ESTRO-2024
IORS	Meeting	Aleksandra Stanojevic, MSc, participated	29.04.2024. Prague, Czech Republic	The annual Management Committee Meeting of the TRANSLACORE (CA21154) COST Action	TRANSLACORE (CA21154) COST Action	scientific community	https://translacore.eu/event/face-to-face-management-committee-and-working-groups-meeting-in-prague
IORS	Webinar	Dr Milena Cavic, Mladen Marinkovic and Aleksandra Stanojevic participated	22.04. 2024.	The 6th Webinar "Cancer medicine – Rectal Cancer Predictive Biomarkers"	The Early Career Investigators network under TRANSLACORE (CA21154) COST Action.	scientific community	https://translacore.eu/event/6th-webinar-for-early-career-investigators

IORS	Congress	Project participants Ana Djuric, Milena Cavic and Aleksandra Stanojevic presented project results	12-15.06.2023. Torino, Italy	Annual Congress of the European Association for Cancer Research (EACR)	EACR	scientific community	https://www.eacr.org/congress
IORS NKI-AVL	Congress	STEPUPIORS PIs Dr Milena Cavic and Dr Remond Fijneman presented latest project results and advancements	05.-10.04.2024. San Diego, California	Annual Congress of the American Association for Cancer Research	AACR	scientific community	https://www.aacr.org/meeting/aacr-annual-meeting-2024/

Table 2. Dissemination: Publications Tracking

Partner(s)	Journal	Title	Author(s)	Dates	Open Access	DOI	Link
IORS, BRFAA, IDIBAPS/ HCB and NKI-AVL	Frontiers in Genetics	Exploring novel genetic and hematological predictors of response to neoadjuvant chemoradiotherapy in locally advanced rectal cancer	Marinkovic M, Stojanovic-Rundic S, Stanojevic A, Ostojic M, Gavrilovic D, Jankovic R, Maksimovic N, Stroggilos R, Zoidakis J, Castellví-Bel S, Fijneman RJA, and Cavic M.	August 31, 2023	yes	doi: 10.3389/fgene.2023.1245594.	https://www.frontiersin.org/articles/10.3389/fgene.2023.1245594/full 2023 Marinkovic et al.
IORS, BRFAA, IDIBAPS/ HCB and NKI-AVL	International Journal of Molecular Sciences	Data-Independent Acquisition Mass Spectrometry Analysis of FFPE Rectal Cancer Samples Offers In-Depth Proteomics Characterization of the Response to Neoadjuvant Chemoradiotherapy	Stanojevic A, Samiotaki M, Lygirou V, Marinkovic M, Nikolic V, Stojanovic-Rundic S, Jankovic R, Vlahou A, Panayotou G, Fijneman RJA, Castellví-Bel S, Zoidakis J, and Cavic M.	May 16, 2023	yes	https://doi.org/10.3390/ijms242015412	https://www.mdpi.com/1422-0067/24/20/15412

IORS, BRFAA, IDIBAPS/ HCB and NKI-AVL	Pharmaceutics	Role of Histone Deacetylase 6 and Histone Deacetylase 6 Inhibition in Colorectal Cancer	Vuletić A, Mirjačić Martinović K, Spasić J.	December 29, 2023	yes	https://doi.org/10.3390/pharmaceutics16010054	https://www.mdpi.com/1999-4923/16/1/54
IORS, BRFAA, IDIBAPS/ HCB and NKI-AVL	Journal of Clinical Medicine,	Performance and Dimensionality of Pretreatment MRI Radiomics in Rectal Carcinoma Chemoradiotherapy Prediction	Marinkovic M, Stojanovic-Rundic S, Stanojevic A, Tomasevic A, Jankovic R, Zoidakis J, Castellví-Bel S, Fijneman RJA, Cavic M, Radulovic M.	January 12, 2024	yes	https://doi.org/10.3390/jcm13020421	https://www.mdpi.com/2077-0383/13/2/421
IORS, BRFAA, IDIBAPS/ HCB and NKI-AVL	Frontiers in Genetics	Methylenetetrahydrofolate reductase polymorphic variants C677T and A1298C in rectal cancer in Slavic population: significance for cancer risk and response to chemoradiotherapy	Stanojevic A, Spasic J, Marinkovic M, Stojanovic-Sundic S, Jankovic R, Djuric A, Zoidakis J, Fijneman RJA, Castellvi-Bel S, Cavic M.	January 15, 2024	yes	https://doi.org/10.3389/fgene.2023.1299599	https://www.frontiersin.org/articles/10.3389/fgene.2023.1299599/full

Table 3. Dissemination: Project proposal Tracking

Partner(s)	Call	Funder	Title	Deadline	Details	Link
IORS, BRFAA	HORIZON-MSCA-2022-DN-01-01	European Research Executive Agency (REA)	Translational Research and Training in Colorectal Cancer	28 November 2022	Proposal number: 101120494, Proposal acronym: TREC	Not funded
IORS, BRFAA	HORIZON-WIDERA-2023-ACCESS-05-01	European REA	Widening: Innovative Dissemination & Exploitation Practices	28 September 2023	Proposal number: 101159093, Proposal acronym: WIDEP	Not funded
IORS, BRFAA	COST Action, Open Call Collection OC-2023-1	COST	Searching for Nanostructured or pOre fOrming Peptides for therapY	25 October 2023	Proposal Reference OC-2023-1-26499, Proposal Acronym SNOOPY	https://www.cost.eu/actions/CA23111/
IORS, BRFAA	HORIZON-MSCA-2023-SE-01	European REA	EXPANDing the value of Extracellular Vesicles as carriers of biomarker and therapy in precision healhcare	28 February 2024	(Proposal number: 101182851, Proposal Acronym EXPAND-EV	https://cordis.europa.eu/project/id/101182851
IORS, BRFAA, NKI-AVL	HORIZON-WIDERA-2023-ACCESS-07	European REA	Establishing a Balkan Excellence Hub for exploiting molecular and digital advances in oncology	07 March 2024	Proposal number: 101187467, Proposal Acronym BeeHUB	Not funded
IORS, NKI-AVL	HORIZON-JU-IHI-2024-07-02-single-stage	European REA	Clinical utility and implementation of circulating tumor DNA across the patient journey	22 May 2024	Proposal number: 101194776 Proposal acronym: ctDNA-UI	Not funded
IORS, BRFAA, NKI-AVL	HORIZON-WIDERA-2024-TALENTS-03	European REA	Establishing Balkan talents for exploiting molecular and digital advances in colorectal cancer by fostering cross-sectoral synergies	26 September 2024	Proposal number: 101217366, Proposal acronym: BeeTALENTS	Submitted

2. Communication activities

In the period Feb 01, 2024 – Sept 30, 2024, STEPUPIORS participated in 8 communication activities aimed at the wider audience including participation in the media, organizing events with the aim of promoting science, the project aims, and healthy lifestyle habits to increase awareness about colorectal cancer. The following list is chronologically ordered by event date, starting with most recent events.

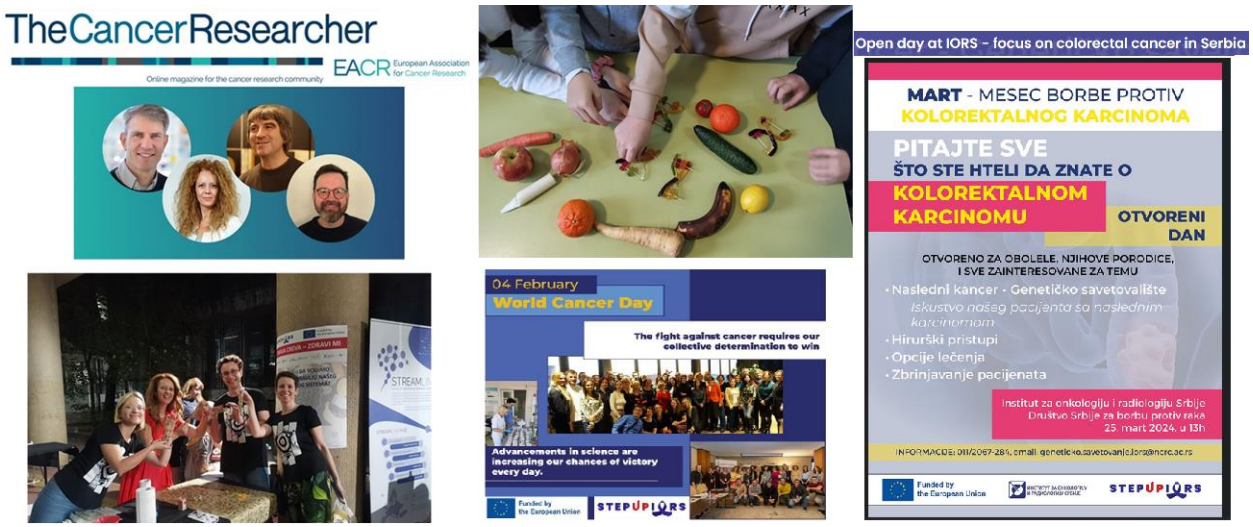

Figure 2. Representative images depicting communication activities.

1. **May 13, 2024.** Dr Ana Damjanovic, Aleksandra Stanojevic and Dr Ana Djuric from IORS held an inspiring workshop promoting science and healthy lifestyle, in two high schools, Miloje Vasić in Veliko Gradište and Mladost in Petrovac na Mlavi in Serbia, in collaboration with ScienceSCool Researcher's Night project (Grant No. 101061631). https://www.stepupiors.eu/2024/06/newsevents/workshops-in-serbian-high-schools/

2. **May 09, 2024.** Dr Ana Krivokuca and Dr Milena Cavic from IORS featured on a Radio show "I want to know" on Radio Beograd 2.

3. **April 24, 2024.** Prof. Antoni Castells from HCB gave a Plenary Lecture titled "Colorectal cancer screening: great opportunities and new challenges" during the webinar Scientific Day 2024 of the Serbian Association for Cancer Research. https://www.stepupiors.eu/2024/04/newsevents/stepupiors-supported-webinar/

4. **April, 2024.** The third STEPUPIORS project Newsletter was published presenting latest project activities. https://us14.campaign-archive.com/?u=a0839073699f39ab65268348f&id=8faf429f78

5. **Mar 25, 2024.** Open Day on colorectal cancer was organized at IORS to raise awareness, support affected individuals and emphasize the importance of prevention and early detection. It featured oncology experts, medical professionals, representatives from patient

associations, and a genetic counselling team.
https://www.stepupiors.eu/2024/04/newsevents/open-day-on-colorectal-cancer/

6. **Feb 11, 2024.** STEPUPIORS team interviewed some of the youngest female researchers from IORS for the International Day of Women and Girls in Science and prepared a short promotional video. The participants discussed why they chose to pursue a career in science and what the benefits of such a choice are, promoting scientific research.
https://www.stepupiors.eu/2024/02/newsevents/international-day-of-women-and-girls-in-science-2024/

7. **Jan 24, 2024.** Dr Sergi Castellví Bel from IDIBAPS prepared a short promotional video on the genetic predisposition to gastrointestinal cancer and the line of research performed in his laboratory.
https://www.clinicbarcelona.org/en/idibaps/areas-and-programs/liver-digestive-system-and-metabolism/genetic-predisposition-to-gastrointestinal-cancer

8. **Jan 3, 2024.** STEPUPIORS PIs Dr Milena Cavic, Dr Jerome Zoidakis, Dr Sergi Castellví-Bel and Dr Remond J.A. Fijneman were featured in the Cancer Researcher Magazine of the European Association for Cancer Research. They presented project aims and first achievements, giving advice to a wide audience of over 12,000 EACR members on how to use widening funds to increase the visibility and excellence of cancer research across Europe.
https://magazine.eacr.org/how-to-use-widening-funds-to-increase-the-visibility-and-excellence-of-cancer-research-across-europe/

Table 4. Communication Activities Tracking

Partner	Communication Channel	Details	Dates	Title	Description	Target group	Attendance	Link
IORS	Workshop	Dr Ana Damjanovic, Aleksandra Stanojevic and Dr Ana Djuric held workshops promoting science and healthy lifestyle, in two high schools, Miloje Vasić in Veliko Gradište and Mladost in Petrovac na Mlavi in Serbia, in collaboration with ScienceSCool Researcher's Night project (Grant No. 101061631).	May 13, 2024.	"Healthy gut - healthy me"	Workshops promoting science and healthy lifestyle	General audience	60	https://www.stepupiors.eu/2024/06/newsevents/workshops-in-serbian-high-schools/
IORS	Media presence	Dr Ana Krivokuca and Dr Milena Cavic featured on a Radio show "I want to know" on Radio Beograd 2.	May 09, 2024.	"I want to know"	Radio show "I want to know" on Radio Beograd 2.	General audience	Belgrade population 1.5M inhabitants	Radio Beograd 2.
HCB	Webinar	Prof. Antoni Castells from HCB gave a Plenary Lecture titled "Colorectal cancer screening: great opportunities and new challenges" during the webinar Scientific Day 2024 of the Serbian Association for Cancer Research	April 24, 2024.	"Colorectal cancer screening: great opportunities and new challenges"	webinar Scientific Day 2024 of the Serbian Association for Cancer Research.	Wide scientific audience	75	https://www.stepupiors.eu/2024/04/newsevents/stepupiors-supported-webinar/

IORS	Newsletter	The third STEPUPIORS project Newsletter was published presenting latest project activities.	April, 2024.	Third Newsletter	The third STEPUPIORS project Newsletter	General audience	100	https://us14.campaign-archive.com/?u=a0839073699f39ab65268348f&id=8faf429f78
IORS	Open Day	Open Day on colorectal cancer was organized at IORS to raise awareness, support affected individuals and emphasize the importance of prevention and early detection. It featured oncology experts, medical professionals, representatives from patient associations, and a genetic counselling team.	Mar 25, 2024.	Open Day on colorectal cancer	Open Day on colorectal cancer organized at IORS	General audience / patients / medical community	30	https://www.stepupiors.eu/2024/04/newsevents/open-day-on-colorectal-cancer/
IORS	Media presence	STEPUPIORS team interviewed some of the youngest female researchers from IORS for the International Day of Women and Girls in Science and prepared a short promotional video. The participants discussed why they chose to pursue a career in science and what the benefits of such a choice are, promoting scientific research.	Feb 11, 2024.	International Day of Women and Girls in Science	Interview of some of the youngest female researchers from IORS for the International Day of Women and Girls in Science	General audience / scientific community	152	https://www.stepupiors.eu/2024/02/newsevents/international-day-of-women-and-girls-in-science-2024/

IDIBAPS	Media presence	Dr Sergi Castellví Bel from IDIBAPS prepared a short promotional video on the genetic predisposition to gastrointestinal cancer and the line of research performed in his laboratory.	Jan 24, 2024.	Short promotional video	Short promotional video on the genetic predisposition to gastrointestinal cancer	General audience / scientific community	102	https://www.clinicbarcelona.org/en/idibaps/areas-and-programs/liver-digestive-system-and-metabolism/genetic-predisposition-to-gastrointestinal-cancer
IORS, BRFAA, IDIBAPS/HCB and NKI-AVL	Media presence	STEPUPIORS PIs Dr Milena Cavic, Dr Jerome Zoidakis, Dr Sergi Castellví-Bel and Dr Remond J.A. Fijneman were featured in the Cancer Researcher Magazine of the European Association for Cancer Research. They presented project aims and first achievements, giving advice to a wide audience of over 12,000 EACR members on how to use widening funds to increase the visibility and excellence of cancer research across Europe.	Jan 3, 2024.	"How to use widening funds to increase the visibility and excellence of cancer research across Europe"	Article in Cancer Researcher Magazine of the European Association for Cancer Research	General audience / scientific community	EACR member body ~12 000 members	https://magazine.eacr.org/how-to-use-widening-funds-to-increase-the-visibility-and-excellence-of-cancer-research-across-europe/

3. Exploitation Activites – Stakeholder Engagement

STEPUPIORS organized stakeholder events which included visits and meetings with companies, policy makers, other EU projects, potential new collaborators, patient representatives and other stakeholder groups in order to make use of project results in various fields. New grant applications with various partners were submitted to exploit the project results in a long-term approach. The total number of submitted grant applications for the first two years of project was 7. Stakeholders were regularly updated on project results and activities via three issues of newsletters and individual online and in person meetings, and written communication. A dedicated stakeholder webpage was also prepared on the project website with consent of all included collaborators.

The 2023 Annual Stakeholder Meeting was organized on December 26, 2023, successfully gathering 47 project participants and interested individuals from 7 institutions and companies. The 2024 Annual Stakeholder Meeting will be organized on December 09, 2024, in collaboration with 3 other EU projects, EINSTEIN, BIOLAWEB and GRINSHIELD titled: *OneHealth in Serbia - Stakeholder Meeting for Boosting Excellence in Research and Innovation Ecosystems.*

Figure 3. Representative images depicting stakeholder engagement during exploitation activities.

1. **Sept 30 – Oct 04, 2024.** STEPUPIORS Summer School on Liquid Biopsy Technologies, was derived as the result of cooperation with the Analysis of Circulating Tumor Cells Laboratory from the National and Kapodistrian University of Athens and the Hellenic Society for Liquid Biopsy.
   STEPUPIORS Summer School on Liquid Biopsy Technologies | The European Association for Cancer Research (eacr.org)
   UoA: Analysis of Circulating Tumor Cells Lab - Homepage
   HSLB | Hellenic Society of Liquid Biopsy | ACTC (hsliquidbiopsy.wixsite.com)

2. **July 06, 2024.** STEPUPIORS coordinator Dr Milena Cavic participated as a panelist alongside Prof. Ana Banko in the session "*How to write and win a scientific grant*", at the Roche Serbia RISE educational academy. The goal of the Academy was to empower young doctors from Serbia and Montenegro with skills essential for a successful engagement in the modern healthcare system, focusing on three key areas: science, development of leadership skills and understanding of digital management in healthcare.
   https://www.stepupiors.eu/2024/08/newsevents/stepupiors-at-rise-roche-serbia-educational-academy/

3. **May 17, 2024.**Dr Ana Djuric and Dr Milena Cavic performed a stakeholder visit to the R&I Company CeGaT GmbH in Tubingen, Germany alongside selected clinicians and researchers from Serbia, to exploit future possibilites for performing NGS analyses and comercialiying project results. Collaborative grant applications were also discussed.
   https://www.stepupiors.eu/2024/06/newsevents/stepupiors-visit-to-cegat/

4. **2023 – 2024.**Dr Milena Cavic continuously collaborated with the Focus group on Twinning project management with the EU project EPIBOOST, on the establishment of guidelines for good Twinning practices derived from real-world data.

Table 5. Exploitable results and their exploitation mechanism

Exploitable Result	Type	Target groups (use of results)	Target groups (benefit from results)	Exploitation Mechanism	Exploited in the first 2 project years
Established rectal cancer biobank at IORS and research staff increased capacities	Non-commercial	-IORS Scientific community	-Research ecosystem (mainly Serbian)	- Further use of stored samples for new research projects and collaborations (e.g. HE calls)	Yes
Established Research Management Office at IORS and administrative staff increased capacities	Non-commercial	-IORS Scientific community	-Serbian research ecosystem	-New research collaborations (e.g. HE calls) -Increased excellence and scientific visibility of IORS in the EU	Yes
Genomic and proteomic data and samples on LARC patients	Non-commercial	-Scientific community -Healthcare community	-Patients -Healthcare system	-Scientific publications -Further use of data and samples for new research projects and collaborations (e.g. HE calls)	In part, in progress
A list of biomarkers useful for profiling of response to neoadjuvant chemoradiotherapy of locally advanced rectal cancer	Commercial	-Scientific community -Healthcare professionals -Industry	-Healthcare system -Patients	-Development of profiling technologies -Development of stratification processes -Development of new therapies	In part, in progress

4. Key Performance Indicators

The project used a dedicated website and social media accounts to reach a wide audience in English and Serbian. Consortium members promote the project through their established accounts and share project news. Regular posts reported the progress and shared significant scientific achievements. Social networks were used to raise awareness on increasing cancer rates due to unhealthy lifestyles and strategies for individual efforts to counteract the trends. Data presented in the following section present KPIs from the project start, Oct 01, 2022, to Sept 30, 2024.

4.1 Project Website

The STEPUPIORS Website was established in month 5 of the project (Feb 11, 2023) and delivered as Milestone M4 – Established Project Website and Social Networks.

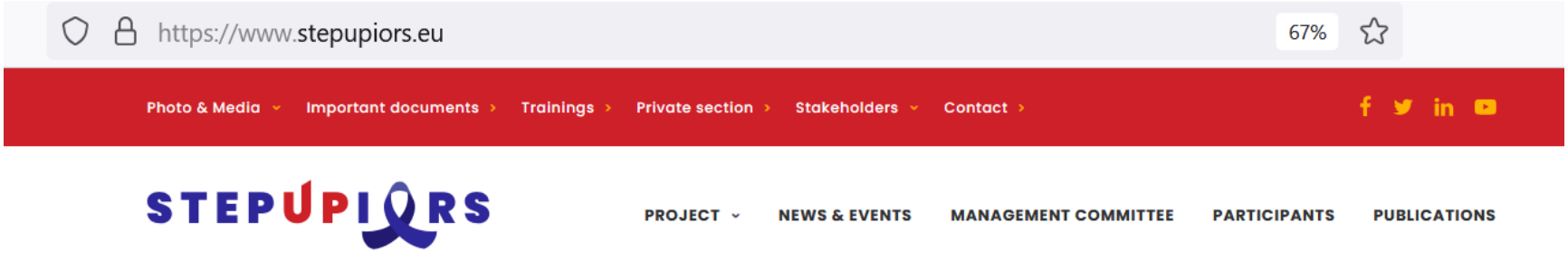

Figure 4. Preview of the project website page.

Table 6. STEPUPIORS project website KPIs (Anex I).

Activity	No.
Posted News and Events	68
Created website pages	18
Total number of website visits	14729
Total number of visited website pages	31677

4.2 Project YouTube channel

The STEPUPIORS YouTube channel was created on November 11, 2022. and was continuously used for outreach activities.

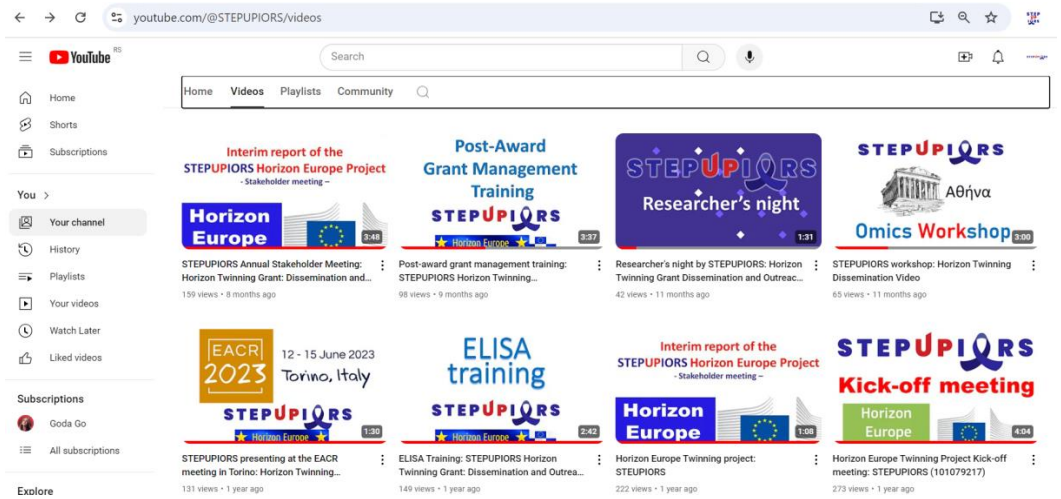

Figure 5. Preview of the project YouTube channel.

Table 7. List of STEPUPIORS YouTube channel videos.

No.	Video title	Date Published	Duration (minutes)	Views
1	PhD viva of a StepupIORS member and PhD student - Mladen Marinković	21 July 2024	6.41	75
2	Open Day on colorectal cancer by STEPUPIORS Horizon Europe project and IORS Genetic Counselling Dept (Serbian version)	30 Apr 2024	6.21	87
3	Open Day on colorectal cancer by STEPUPIORS Horizon Europe project and IORS Genetic Counselling Dept	29 Apr 2024	2.56	33
4	International day of Women in Science	11 Feb 2024	5.21	152

5	STEPUPIORS Annual Stakeholder Meeting	29 Dec 2023	3.47	159
6	Post-award grant management training	13 Dec 2023	3.36	98
7	Researcher's night by STEPUPIORS	10 Oct 2023	1.30	42
8	STEPUPIORS workshop: Omics data generation and integration with clinical information, Athens, 2023	28 Sep 2023	2.59	65
9	STEPUPIORS presenting at the EACR meeting in Torino, June 2023	29 Jul 2023	1.30	131
10	STEPUPIORS ELISA Training at the Institute for Oncology and Radiology of Serbia (IORS)	24 Jul 2023	2.42	149
11	Horizon Europe Twinning project: STEUPIORS	27 Dec 2022	1.03	222
12	Horizon Europe Twinning Project Kick-off meeting: STEPUPIORS (101079217)	16 Dec 2022	4.04	273
			TOTAL VIEWS	**1486**

Table 8. STEPUPIORS YouTube channel KPIs.

KPI	**No.**
Total Videos	12
Total Views	1486
Subscribers	59

4.3 Project LinkedIn account

The STEPUPIORS LinkedIn account was created on November 11, 2022.

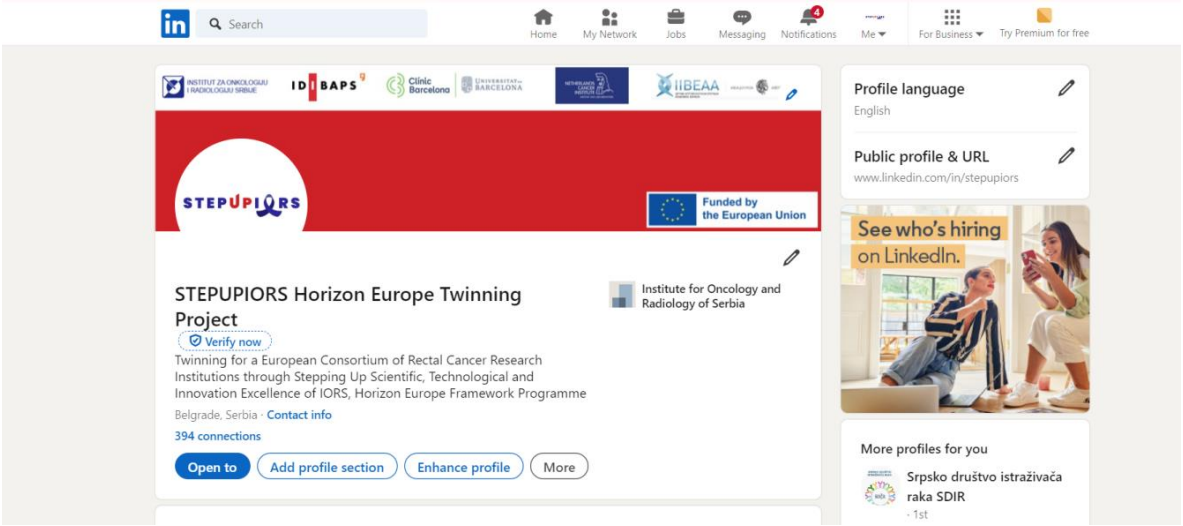

Figure 6. Preview of the project LinkedIn account.

Table 9. STEPUPIORS LinkedIn account KPIs.

KPI	No.
Followers	453
Posts	69
Impressions	86183
Engagements	1971

4.4 Project Facebook account

The STEPUPIORS Facebook account was created on November 11, 2022.

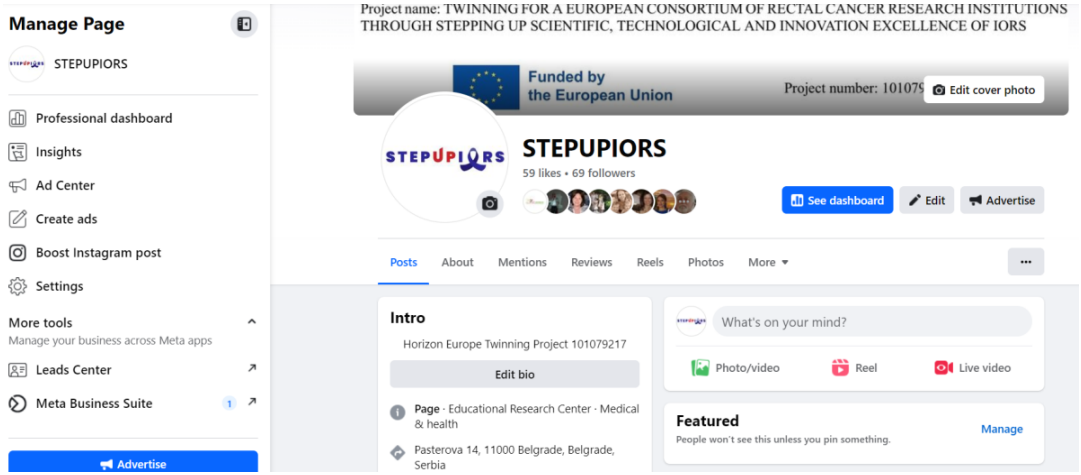

Figure 7. Preview of the project Facebook account.

Table 10. STEPUPIORS Facebook account KPIs.

KPI	No.
Friends and Followers	221
Posts	77
Post Engagements	3703
Post Impressions	6184
Post Reaches	8591

4.5 Project X (ex. Twitter) account

The STEPUPIORS X (ex. **Twitter)** account was created on November 11, 2022.

Figure 8. Preview of the project X (ex. Twitter) account.

Table 11. STEPUPIORS X (ex. Twitter) account KPIs.

KPI	**No.**
Post	139
Total impressions	17936
Following	60
Followers	75

4.6 Alignment of D4.3 KPIs with STEPUPIORS KPIs outlined in D4.2. - Plan for communication, dissemination and exploitation activities

Comparing target STEPUPIORS KPIs for the whole 3-year project period (outlined in D4.2 - Plan for communication, dissemination and exploitation activities), it can be concluded that activities performed during the first two years of the project are in line with the plan or have exceeded the target.

Table 12. STEPUPIORS KPIs in relation to D4.2. Plan for communication, dissemination and exploitation activities.

Version	Channel	Success Indicator	Target data for 3 project years	Achieved in the first 2 years
Communication	Website	Number of website views	2500	14729
	Social media	Number of followers across all social media accounts Number of Twitter impressions (project and partners accounts)	150 30000	808 17936
	Press releases and articles in newspapers and magazines	Number of press releases and articles in newspapers and magazines	8	17
	Outreach events	Number of outreach events organized Number of people attended	15 500	14 519
Dissemination	OA Publications	Number of journal publications	2	5
	Data deposits on data repositories	Number of data deposits	2	2
	Research meetings/Conferences	Number of conferences attended	15	26
	Grant proposals	Number of proposals submitted	2	7
Exploitation	Exploitation analysis	Number of meetings with Knowledge and Technology Transfer Offices	2	4

5. Expected Impact of D4.3

The STEPUPIORS website and social network accounts will remain active 5 years after the duration of the project, enabling the promotion of scientific activities performed within any new project derived from the consortium. The increased scientific visibility of IORS and partner institutions individually and as a consortium in the EU is planned to be measured by new grant applications and the attraction of future generations of researchers through enhanced communication and dissemination strategies.

6. Annexes

- **Anex I - Report on website KPIs from the website administrator company Pletisanak.**

Report

from the STEPUPIORS
website administrator
company Studio Pletisanak

Period: Feb 11, 2023 – Sept 29, 2024.
www.stepupiors.eu

pletisanak

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064 3034434

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The project website had been developed from the start of the project and officially launched on February 11, 2023. A summary of KPIs on 29.09.2024. is shown in Table 1.

Table 1: STEPUPIORS project website KPIs

Activity	No.
Posted News and Events	68
Created website pages	18
Total number of website visits	14729
Total number of visited website pages	31677

Dušan Simović
CEO